

# Los Angeles

MAY 23-29, 1951

# Television

BY DALLAS M. SMYTHE AND ANGUS CAMPBELL

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Monitoring Study Number 2

# **Los Angeles Television May 23-29, 1951**

by

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## Preface

This study of the Los Angeles television programming during the period of May 23 to 29, 1951 is Study #2 in the television monitoring studies being made by the National Association of Educational Broadcasters. The NAEB is making these studies because of its interest in serving the entire broadcasting industry, the Federal Communications Commission, and the public by increasing the knowledge of current television programming.

Study #1 by the NAEB was made in New York City January 4-10, 1951. This study is briefly summarized in Appendix A.

The Los Angeles monitoring study, along with the previous New York study and other projected television monitoring studies, should be useful in identifying trends in television broadcasting and should provide a basis for more intelligent planning by commercial and educational broadcasters alike.

The Los Angeles monitoring study has been financed with the assistance of a grant from the Fund for Adult Education established by the Ford Foundation. The committee of the National Association of Educational Broadcasters which is supervising the monitoring studies has been fortunate in securing the services of Professor Dallas W. Smythe, of the Institute of Communications Research, University of Illinois, and Professor Angus Campbell, director of the Survey Research Center, University of Michigan. Mr. Smythe and Mr. Campbell are jointly responsible for the general research policies practiced in the Los Angeles study and for this report on study results.

The Committee believes that only through the intensive research work of such competent specialists as have made this study can the industry secure the necessary facts for an identification of the answers to such questions as: Has the pattern of American television programming already been molded? What is this pattern? What are the changes in American television programming? How does the American television programming relate to and reflect the needs of the community?

It is often said that television is a window on the world. The purpose of these studies is to show the shape of the world that is there revealed.

Committee of the NAEB to Supervise Monitoring Studies:

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## Chapter I

### Summary

During the week of May 23 to 29, 1951, eight television stations were serving the Los Angeles area. During this seven-day period the entire programming of these eight stations was monitored, with especial attention to the extent and content of the different types of programs. A record was also taken of the frequency and duration of all televised advertising during this period. The major findings of the study are presented in the following pages.

#### **Drama Programs Took the Largest Piece of the Available TV Time**

Approximately one-fourth (26 percent) of the total TV program time during the test week was devoted to general adult Drama programs. This was largely motion pictures. Domestic programs, including programs on cooking, shopping, and personal care, variety programs for housewives, and similar presentations, took the next largest single parcel of the week's time, 16 percent.

Newsreports contributed 12 percent of the total, a proportion considerably inflated by the unusual circumstance of a "special events" telecast over two of the Los Angeles stations in connection with a kidnapping in Southern California which shortly preceded the test week and amounted to approximately eight percent of total time on the air. Children's programs of all kinds took 10 percent of the total time, variety programs for general audiences took an equal amount, and Music of all types (although largely popular) took six percent of the total programming. Eighty percent of the total television time during the week of monitoring was taken up with these types of programs.

If one considers program types without respect to their intended audiences, combining all Drama programs (adult and children's), all Variety (general, housewives', and child-

ren's), and all Popular Music (general and housewives'), these three categories account for 60 percent of all the program time. If the time of Quiz, Stunt and Contest programs, Personality shows, and Sports programs is added to this, nearly three-quarters (73 percent) of the total time is accounted for.

#### **Informational, Religious and Discussion Programs Played a Minor Role in the Week's Presentation**

The time not taken up by the types of program listed above was divided among a variety of program classifications, none of which commanded more than a small amount of the total program time. Information programs, including travelogues, scientific presentations, information programs for children, and the like, took approximately three percent of the time available. Programs dealing with Public Institutions, i.e., the Police Department, Los Angeles Harbor Authority, etc., took almost two percent. Religion as a program class had less than one percent of the total time. Public Events and Weather each amounted to less than one percent of the total.

Some types of programs which had been observed in other monitoring studies did not occur at all during the test week. There were no programs dealing with the Fine Arts or the Dance. There were no programs during the week the production of which was in any way identified with an educational institution.

#### **"Westerns" Led the List of Drama Programs**

Within the broad class of Drama, the Western Drama led all sub-classes of programs with slightly more than ten percent of the total program time of the test week. Together with Crime Drama, which amounted to nearly nine percent of the total, these two forms of Drama contributed approximately one-fifth of all TV

programming. By way of contrast, Classical Drama contributed less than one percent, all for adults.

The great bulk of all Drama was film and kinescoped programming; six percent of Drama was live. The proportion of live programming was larger in Drama aimed at children's audiences (16 percent) than in Drama aimed at adults (3 percent). However, 97 percent of the Western and Crime Drama (for both adults and children) was recorded material.

The eight stations of the Los Angeles area varied considerably in the extent to which their total programming included this type of presentation. The viewer who randomly tuned in had the highest likelihood of finding some form of Drama of KFI-TV where the chances were three out of five, while on KTTV his chances would have been nearer one in five.

#### **Drama, Variety, and Popular Music Dominated the Evening Hours**

During the adult-hours (seven to eleven each night), the saturation of all program time with all forms of Drama, Variety, and Popular Music was higher than for the week as a whole. Fifty-eight percent of all time during this period consisted of one or another of these programs. Programs classified as Information, Public Issues, or Public Events took approximately the same proportion of time during these hours as they did during the week as a whole.

The distribution of programs during the later hours (after 11:00 every night) resembled that of the adult-hours. About three-fifths of the programs during this period presented some form of Drama, Variety, or Popular Music. During the test week a fifth of the time available during these hours consisted of rebroadcasts of the telecasts from the Buena Park kidnapping. Among the late-hours Drama programs, Crime Drama had a preferred place with 11 percent of the total program time, a higher proportion than in any other period of the day.

#### **Programs for Housewives, Especially Variety, Featured the Domestic Hours**

The domestic-hour programming (week-days from a sign-on to five p.m.) were characterized by the Domestic class of program.

Housewives' Variety programs took a heavy share of this time, approximately one-fifth, and if other Variety programs presented during this period though not specifically addressed to housewives are added, the total proportion going to Variety was 26 percent. Cooking programs amounted to 11 percent of the Domestic time; Shopping and Merchandising programs accounted for an additional three percent. Domestic time carried what is probably an unusually high proportion of Special Events programs during the week monitored because of the telecasts from the scene of the Buena Park kidnapping. This class of program took approximately a fifth of the total Domestic time.

#### **Drama Took Over Half of the Children-Hours Programming**

Fifty-five percent of all the program time during the children-hours (five to seven weekdays and from sign-on to seven Saturday and Sunday) was devoted to Drama. Of this proportion, half was Western Drama. Two-thirds of the total Drama programming during this period was either Western, Crime, or Action Drama. If all forms of Drama, Variety, and Popular Music are combined, nearly three-fourths of the total children-hours time is accounted for. These three types of program take a larger proportion of the children-hours period than they do of any of the other time segments.

#### **Redistribution of Segments of Mixed Programs Does not Change the Total Program Picture**

It is possible from the monitored records to analyze the content of the program classes which contain mixtures of program elements (Variety, Popular Music, Quiz, Stunts and Contests) and to credit each of the individual elements to one or another of the basic program classes. In general, this "dis-integrative" analysis of the mixed program left unchanged the relative proportions of total program time supplied by the several kinds of programs. After the reassignment of these elements, Drama, Variety, Popular Music, Quiz, Stunt and Contest programs, Sports, Personalities and Special Features still account for 81 percent of total time as compared



with 83 percent on the basis of the original program classification. The program classes which had been relatively unrepresented remained so, and included Information, Public Events, Public Institutions, Public Issues, Religion, Serious Music, Classical Drama, Fine Arts, and Dance.

#### **One Minute in Six of Los Angeles TV Was Devoted to Advertising**

During the week monitored, nearly 18 percent of the total time on the eight TV stations serving Los Angeles was taken up with advertising of one form or another, over 19 percent if the Buena Park broadcasts are excluded from consideration. The different stations varied substantially in this regard, with KLAC-TV giving 26 percent of its time to advertising as compared to approximately 14 percent for KFI-TV. The greatest proportion of time given to advertising was in the domestic-hours, closely followed by the adult-hours. Both of these periods devoted approximately one-fifth of their time to advertising; the proportion of domestic-hours rises to one-fourth if the Buena Park broadcasts are excluded.

For purposes of this study, all televised advertising was classified as either primary or secondary. Primary advertising consisted either of direct sales statements which occurred at points within programs or of similar statements less than three minutes in length during the station breaks between programs. Secondary advertising consisted either of "straight" advertising programs (longer than three minutes), the content of which was primarily concerned with the sales message of the sponsor, or of programs containing "inter-

mixed" background advertising amounting to more than 50 percent of the total time of the program.

Primary advertising, as defined above, occupied nearly 13 percent of total program time in Los Angeles during the test week (excluding the Buena Park broadcasts). This proportion ranged from 19 percent down to ten percent between the eight stations. During the week of monitoring 4,151 primary advertisements were counted. The average length of these advertisements was 64 seconds for all stations combined, all advertisements of more than three minutes in length having been excluded from this category. The different stations varied from an average of 78 seconds to an average of 53 seconds. This type of advertising was most prominent in the adult and domestic hours where it consumed approximately 13 percent of the total program time.

Secondary advertising amounted to six percent of all program time during the week, with differences between stations varying from 13 percent to three percent, (excluding Buena Park broadcasts). Two stations carried no "straight" secondary advertising while a third carried no "intermixed" advertising. The incidence of the "straight" secondary advertising was greatest in the late-hours where it amounted to three percent of all time. "Intermixed" secondary advertising was most common in the domestic-hours where it took approximately seven percent of all program time. This type of advertising was usually associated with Shopping and Merchandising programs, Quiz, Stunts and Contests programs, Housewives' Music programs, and Spectator Sports programs.

## Chapter II

# Los Angeles TV Programming as a Whole

Analysis of Los Angeles TV programming falls into two sections: (a) A statement of the amount of time devoted to programming; (b) Examination of the amount of each kind of programming. This chapter therefore begins with the question,

### How Much TV Programming is Available to Los Angeles Viewers?

There was a total of 551 hours, 49 minutes of TV programming made available to Los Angeles viewers in the study week from the seven Los Angeles stations. The signal from the San Diego Station KFMB was not always intelligible at the study location; nevertheless this station was monitored for a total of 73 hours and 12 minutes. Therefore if one is concerned with programs regardless of the community of origination, the inclusion of KFMB raises the total program time to a total of 625 hours, 1 minute for eight stations. This is an average of almost 80 hours per week per station, or the equivalent of about 11 hours per day per station.

During the study week two of the seven Los Angeles stations (KTLA and KTTV) broadcast an abnormal schedule because of "special event" telecasts of the search for a child kidnapped in Buena Park, a Los Angeles suburb. There was a total of 52 hours, 11 minutes of "special event" telecasts on this subject. To approximate the usual weekly schedule for TV programs available to Los Angeles viewers, this amount of time might be subtracted from the totals summarized above. If this be done, it appears that the seven Los Angeles stations, ex Buena Park, telecast 499 hours, 38 minutes, and the eight stations, including KFMB, telecast 572 hours, 50 minutes. The daily average, ex Buena Park, therefore, is about 10 hours.

For all stations combined, the amount of

TV programming on the days Monday through Friday is substantially heavier than on Saturday and Sunday, though the opposite is true for two stations (KTLA and KFMB) and two other stations maintain about the same number of hours throughout the week. One station, KFI-TV, operated a five-day schedule because of a protracted strike. Table 1 presents this information in detail. Further detail on the amount of time on the air is presented in Appendix A, Table 1. But for the general reader it is now in order to raise the second question.

### How Much of Each Kind of TV Programming is Available to Los Angeles Viewers?

The answer to this question may be presented in various ways. First, we may consider the results of the monitoring study when the tabulation is of programs per se. In this style the most general summary will deal with the week as a whole for all stations combined. Chapter III presents a more specific analysis in terms of parts of the week, segments of the day, and particular stations. Secondly, we may observe the results of analysis which reflects the distribution of the component elements in heterogeneous program types such as Variety and Quiz, Stunt and Contest programs. This too appears in Chapter III.

In its most general terms, the primary analysis covers all programs monitored including those from KFMB, San Diego, and the "special event" telecasts concerning the Buena Park case.<sup>1</sup> Such a view is offered in Table 2. The largest single class of programs was

1. Exclusion of the Buena Park telecasts would raise the percentage of total program time of all classes of programs (other than Special Events and Features) proportionately. Thus Drama would be 27.9 instead of 25.6 percent, Information, 2.9 instead of 2.6 percent, etc.

Table 1.  
Program Time, by Stations (in minutes)

	Monday Total	Friday Average per day	Saturday	Sunday	Total
KTSL	3,251	650	384	430	4,065
KNBH	3,588	717	401	520	4,509
KTSLA	3,533	707	808	769	5,110
*KTSLAexBP	1,833	367	751	769	3,353
KECA-TV	3,615	723	783	734	5,132
KFI-TV	2,684	537	0	0	2,684
KTTV	4,319	864	400	592	5,311
*KTTVexBP	2,945	589	400	592	3,937
KLAC-TV	4,607	921	789	902	6,298
Total 7 sta.	25,597	5,119	3,565	3,947	33,109
Total 7 sta. ex. BP	22,523	4,505	3,508	3,947	29,978
KFMB	2,864	573	743	785	4,392
Total 8 sta.	28,461	5,692	4,308	4,732	37,501
Total 8 sta. ex. BP	25,387	5,078	4,251	4,732	34,370

\*Excluding time devoted to Special Event telecasts on Buena Park kidnapping

Drama (General), with 159 hours, 49 minutes, or 26 percent of all program time. These Drama programs were principally motion pictures. Second in size was the general class, Domestic, with 102 hours, 46 minutes or 16 percent of all program time. These Drama programs were principally motion pictures. Second in size was the general class, Domestic, with 102 hours, 46 minutes or 16 percent of all program time. News was third with 76 hours, 6 minutes, or 12 percent, although two-thirds of this was the result of including the Buena Park "special event" telecasts which themselves amounted to 52 hours, 11 minutes, or 8 percent of total time. In fourth place were Children's programs with 64 hours, 27 minutes, or 10 percent of all time on the air. Variety programs came fifth with 60 hours, 51 minutes, or another 10 percent. Music (virtually all Popular) provided another 6 percent.

Program analysis is a many-faceted problem. For certain analytical purposes, the fact that these six broad classes of programs constituted 80 percent of all TV program time in Los Angeles is most significant. For other purposes, however, it may be equally important to observe that three types of programs within these six broad classes dominated the total program structure. Thus, as

Table 2 shows, Drama (General) when added to Drama (Children's) provided the largest single type of program with a total of 205 hours, 20 minutes, or 33 percent of all program time. By similarly putting like program classes together, one finds that Variety (General) when added to Housewives' Variety and the sub-classes of Variety for Children gives Variety of all kinds 19 percent of total time (106 hours and 58 minutes). And thirdly, Popular Music of all kinds amounted to 8.4 percent of the total TV time on the air, with a total of 52 hours, 32 minutes (36 hours, 24 minutes of Popular Music, Class 10 (c), and 16 hours, 8 minutes of Housewives Music, Class 16 (g)). These three kinds of programs: all Drama, all Variety, and all Popular Music, constituted 59.8 percent of all TV program time. The remainder of the 80 percent accounted for by the six broad classes of programs was 20 percent, which covered the remaining sub-classes of Domestic programs, all the News and "special event" programs, the Children's programs other than Drama and Variety, and the Music other than Popular.

The broad outline of the total program structure of Los Angeles TV is further sketched in by examining the nature of the last 20 percent. Into this portion of the total



Table 2.  
**Los Angeles TV Programming May 23 - 29, 1951**  
**Time for the Week by Class of Program**

	Program Class	Total Program Time 8 Stations	
		Minutes	Percent
1	News	4566	12.18
1(a)	News reports	1050	2.80
1(b)	Special events and features	3516	9.38
2	Weather	24	.06
3	Public issues	393	1.05
3(a)	Individual views	208	.55
3(b)	Discussion and debate	185	.49
4	Public events	30	.08
5	Public institutional programs	597	1.59
5(a)	Expository	533	1.42
5(b)	Dramatization	64	.17
6	Information (General)	982	2.62
6(a)	Science	92	.24
6(b)	Travelogue	301	.80
6(c)	Other	589	1.57
7	Religion	222	.59
8	Drama	9589	25.57
8(a)	Domestic	647	1.72
8(b)	Crime	2858	7.62
8(c)	Western	2296	6.12
8(d)	Action	1081	2.88
8(e)	Comedy	1197	3.20
8(f)	Romance	1017	2.71
8(g)	Musical	237	.63
8(h)	Classics	137	.36
8(i)	Other	119	.32
9	Dance	--	--
10	Music	2303	6.14
10(a)	Serious	30	.08
10(b)	Light	89	.24
10(c)	Popular	2184	5.82
11	Fine arts	--	--
12	Variety	3651	9.74
13	Personalities	745	1.99
14	Quiz, stunts, contests	2325	6.20
14(a)	Experts, guests	551	1.47
14(b)	Studio audience	974	2.60
14(c)	Telephone	439	1.17
14(d)	Amateur	361	.96
15	Sports	2041	5.44
15(a)	News, interviews	289	.77
15(b)	Spectator sports	1603	4.27
15(c)	Participant sports & recreations	149	.40
16	Domestic	6166	16.44
16(a)	Cooking	1338	3.57
16(b)	Arts & crafts, & hobbies	288	.77
16(c)	Shopping & merchandising	758	2.02
16(d)	Personal care	30	.08
16(e)	Personal relations	60	.16
16(f)	Housewives' variety	2650	7.07
16(g)	Housewives' music	968	2.58
16(h)	Other	74	.20
17	Children's programs	3867	10.31
17(a)	Information & instruction	204	.54
17(b)	Pre-school entertainment	32	.08
17(c)	Drama	2731	7.28
17(c)(1)	Crime	211	.56
17(c)(2)	Western	1613	4.30
17(c)(3)	Comedy	361	.96
17(c)(4)	Adventure & historical	343	.91
17(c)(5)	Children's action	144	.38
17(c)(6)	Fairy tales	--	--
17(c)(7)	Classics	--	--
17(c)(8)	Other children's drama	59	.16
17(d)	Teen-age variety	247	.66
17(e)	Other variety	410	1.09
17(f)	Quiz, stunts, & contests	153	.41
17(g)	Other children's programs	90	.24
Total		37501	100.00

time fit the 12 out of our total of 18 program classes which have not previously been mentioned. Three distinctively entertainment types of program dispose of 14 of these percentage points. These are Quiz, Stunts and Contests, with 38 hours, 45 minutes, or 6 percent of total time; Sports programs, 34 hours, 1 minute, or 5 percent of total time; and Personalities programs, 12 hours, 25 minutes or 2 percent of all TV time. The nine broad classes of programs already mentioned, have accounted for 94 percent of all the program time.

The remaining 6 percent of all program time was devoted to Information (General) (16 hours, 2 minutes, or a total of less than 3 percent of all program time), Public Institutional (9 hours, 57 minutes, or less than 2 percent), Public Issues (6 hours, 33 minutes or 1 percent). Three classes of programs were present in quantities which were less than 1 percent of total time. These were Religion (3 hours, 42 minutes or 0.6 percent), Public Events (30 minutes, or 0.1 percent), and Weather (24 minutes or 0.1 percent).

In the study week there were no programs the production of which was in any way identified with an educational institution. Nor were there any programs in the classes of Fine Arts or the Dance.

Table 2 presents the weekly totals for each sub-class of program, as well as the broad class totals. If one looks to sub-classes of programs where there are sub-classes, and to the broad classes where there is no further sub-division, then it appears that the largest single kind of program on Los Angeles TV is Western Drama with a total of 65 hours, 9 minutes, or 10.4 percent of total program time. This is comprised of 38 hours, 16 minutes (6.1 percent) of Westerns apparently programmed for adults, and 26 hours, 53 minutes (4.3 percent) of Western drama, apparently programmed for children.

The second largest kind of program was Variety, with 9.7 percent of total time. Third largest quantity of programming was provided in the form of Crime Drama<sup>1</sup> with a total of 51 hours, 9 minutes, or 8.2 percent of all time on the air. This total for Crime Drama is comprised of 17 hours, 38 minutes (7.6 percent) of Crime Drama apparently programmed for adults, and of 3 hours, 31 minutes (0.6 percent) apparently programmed for children.

1. In this analysis, the unusual Buena Park programs which raise the Special Events and Features to 9.4 percent are ignored.

Housewives' Variety, a special form of Variety program classed with Domestic programs (and not included in the Variety total given above), is the fourth largest kind of Los Angeles TV program fare. It consisted of 44 hours, 10 minutes, or a total of 7.1 percent.

Popular Music, which provided 36 out of the 38 hours of Music monitored during the week, ranked fifth, with 5.8 percent of the program time.

Spectator Sports ranked sixth with 26 hours and 43 minutes, a total of 4.3 percent of the week's total TV time.

Comedy Drama, with 4.2 percent of total TV program time, stood seventh in magnitude with 25 hours, 58 minutes. Of this total 20 hours was programmed presumably for the adult audience and almost 6 hours for the child audience.

These seven kinds of programs received 49.7 percent of all the TV program time and represented some 310 hours and 14 minutes.

For comparative purposes there follows similar information about seven kinds of programs which received the least time. Excluded from these seven are the two program classes for which no program time was observed.

As previously seen, Weather programs totalled 24 minutes and Public Events received just 30 minutes in the week. Thirty minutes was also devoted to Serious Music. Light Music programs totalled 89 minutes. Personal Relations programs occupied 60 minutes. Science programs received 1 hour, 32 minutes. Lastly, Public Issues programs in which different points of view found expression totalled 3 hours, 5 minutes. Altogether these seven program classes received 510 minutes of program time (8 hours and 30 minutes) and amounted to 1 percent of all TV program time.

### Contents of Small Program Classes

Space does not permit lengthy listings of actual program descriptions. However, because of the interest in certain of the smaller program classes, it is in order to review their contents;

**Public Events:** The sole program was 30 Minutes of film of United Nations proceedings, telecast over KLAC on a weekday between 7 and 11 p.m.

**Public Issues (Individual views):** The 208 minutes consisted of four programs of advocacy, pro or con, on issues shortly to be voted on in local elections, and one program each on Iranian oil, the Korean war, exemption of



college men from the draft, Los Angeles housing problems, sex degeneracy, and two 15-minute segments of the Kate Smith show dealing with New York's civic problems.

Public Issues (Discussion and Debate): The 185 minutes consisted of four programs: a panel on ways to prevent and control sex offenses, one on whether price control should be extended, one where Senator Douglas met the press to discuss the administration's foreign and domestic policy, and one in which the "23rd Amendment" was discussed.<sup>1</sup>

Public Institutional (Expository): Of the 30 programs which comprised the 533 minutes of this sub-class of program time, 11 programs concerned various aspects of the Armed Forces (their equipment, their exploits in Korea and elsewhere, their personnel recruitment, etc.), 8 programs were "criminals wanted" programs presented in cooperation with law enforcement bodies, 2 programs each related to Civilian Defense, the Red Cross, the Marshall plan, and activities of United Nations agencies, and one program was devoted to therapy for spastic children, the importance of Los Angeles harbor, and a report by the Mayor of Los Angeles.

Public Institutional (Dramatization): The 64 minutes of these programs consisted of two programs, one on the Marines in action, the other on medical volunteers for an experiment in cancer.

Information (General) - Science: The 92 minutes of these programs fell into three programs: one, "Know your Child" on the pre-school social and psychological development of the child from KTSL, a second, "Facts we Face" on the functions of Congress and Congressmen, from KTSL, and a third, a March of Time film on child development from birth to puberty on KECA.

Information (General) - Travelogue: Fourteen programs with a total of 301 minutes presented travelogues on: Holland, Guatemala, Costa Rica, Southern Rhodesia, Midway and Wake Islands, London, Scotland, Cornwall, Switzerland, Nova Scotia, Australia, Alaska, San Diego, Missouri, Massachusetts, and New Hampshire.

Information (General) - Other: Twenty-

1. The sense of which appears to be that "government" should be prohibited from changing the "free enterprise" system.

eight programs provided 589 minutes of miscellany including seven programs about particular industries. The remainder dealt with such topics as: development of community recreation, how to avoid and fight fire, the disappearing New York City "el," the training of female Egyptian physical education teachers, how to combat malaria, atomic energy and the international problems which it presents, Finnish folk dances, Chinese poetry, reenactment of Portola's trek from San Diego to San Francisco, Hindu rice customs, salmon fishing in the Northwest, ultra-high frequencies and television transmission, and others.

Children's Information and Instruction: The 204 minutes of program time in this category included 7 programs. They included one on Indian tribes and their customs, one on muzzle velocities of guns, and some chemical reactions, one on the importance of vitamins to the body, and the effects of a vacuum, one on rock climbing and knots, one on the Future Farmers of America, the grading of eggs, the branding of animals, and one on how female animals care for their offspring.

Drama-Classics: Two programs comprised the 137 minutes of program time devoted to classical drama. One was an English film based on Charles Dickens' novel, "Nicholas Nickleby," on KECA-TV. The other was a play ("Out of the Night") based on writing by Balzac, also on KECA.

Music - Serious: The Voice of Firestone program on KNBH was the sole program classified under this heading, with a total of 30 minutes.

Music - Light: The 89 minutes classified in this program category consisted of 59 minutes of one KTLA organ and piano program ("Indian Love Call," "The Swan," "When Irish Eyes are Smiling," etc.), and five short program fragments, all of which were on KNBH.

Children's Pre-school Entertainment: The 32 minutes under this heading consisted of one segment in the Kate Smith program, with the "Anabelle Story" and some songs for young children. This segment was monitored twice, on KNBH and KFMB.

Domestic-Personal Relations: Two programs comprised the 60 minutes in this category. "The American Institute of Family Relations," with Dr. Paul Popenoe as moderator, considered two problems in family relations

after the style of family counselling, on KLAC; "Meet Your Children" in interviews with police officers, several teen-agers and one mother discuss the causes of automobile accidents among teen-agers, on KECA-TV.

Religion: The 222 minutes of religious programming consisted of seven programs. There was "Inspirational Hour" (KLAC) which ran 64 minutes and included 8 advertisements for business establishments. "Youth on the March" was telecast by two stations (KECA-TV and KFMB). "Faith for Today" was a 31 minute program on KECA-TV. "Children's Church" on KTTV was a 29 minute program. "The Campus Christian Hour" on KTSL, provided another 29 minutes. Lastly "Tele-Vespers" supplied prayers, and generally serious music and pictures of nature for 6 minutes. All except the "Campus Christian Hour" were presented on Sunday; it was telecast on Tuesday evening.

#### Live Versus Recorded Programs

An understanding of the kind of TV programming fare available to Los Angeles

viewers should take account of the extent to which the programs are produced in the studio either as "live" programs, or as recorded material. It is of particular interest to ascertain these facts concerning Drama programs, which bulk so large in the program content.

For the week monitored, 6.2 percent of all Drama--General and Children's--was live programming. The remaining 93.8 percent was recorded programming. Drama (General) was 3.3 percent live and 96.7 percent recorded. Children's Drama was programmed with live programs to a greater degree than Drama (General). Live programs for Children were 15.9 percent of the total, with 84.1 percent being recorded.

The total of Western and Crime drama--which as noted above amounts to one out of every five hours of Los Angeles TV--consisted of 97.1 percent recorded material; only 2.9 percent of this program time was live. Western Drama was 4.4 percent live, 95.6 percent recorded. Crime Drama was 99.0 percent recorded. The data for both Drama (General) and Drama, (Children's) are summarized in Table 3.

Table 3.  
Drama Programs, by Method of Production

	Live		Recorded		Total	
	(min.)	(%)	(min.)	(%)	(min.)	(%)
All Drama	763	6.2	11,557	93.8	12,320	100.0
All Crime Drama	30	1.0	3,039	99.0	3,069	100.0
All Western Drama	173	4.4	3,736	96.5	3,909	100.0
All Action Drama	30	2.5	1,195	97.5	1,225	100.0
All Comedy Drama	204	13.1	1,354	86.9	1,558	100.0
Drama (General)	329	3.3	9,260	96.7	9,589	100.0
Domestic Drama	89	13.8	558	86.2	647	100.0
Crime Drama	30	1.0	2,828	99.0	2,858	100.0
Western Drama	30	1.3	2,266	98.7	2,296	100.0
Action Drama	30	2.8	1,051	97.2	1,081	100.0
Comedy Drama	120	10.0	1,077	90.0	1,197	100.0
Romance Drama	0	0	1,017	100.0	1,017	100.0
Musical Drama	0	0	237	100.0	237	100.0
Classics Drama	30	21.9	107	78.1	137	100.0
Other Drama	0	0	119	100.0	119	100.0
Drama (Children's)	434	15.9	2,297	84.1	2,731	100.0
Crime Drama	0	0	211	100.0	211	100.0
Western Drama	143	8.9	1,470	91.1	1,613	100.0
Comedy Drama	84	23.3	277	76.7	361	100.0
Adventure and Historical Drama	207	60.4	136	39.6	343	100.0
Action Drama	0	0	144	100.0	144	100.0
Fairy tales	0	0	0	0	0	0
Classics	0	0	0	0	0	0
Other Drama	0	0	59	100.0	59	100.0

## Chapter III

### Los Angeles TV Programming; a Closer Look

The preceding analysis has all dealt with aggregates of station time devoted to particular classes of programs. While such an approach fairly reflects what is available to the viewer on the scarce public TV channels, it necessarily obscures differences between the program structures of particular stations. The weekly total program structure for each station may be studied from the columns on Table 4.

#### Differences Between Stations

Without attempting to present all possible analyses of this material, it will be sufficient to indicate the large differences between stations, if the same leading categories which have been considered in connection with the aggregative analysis are selected for station analysis. In order to achieve comparability between stations, it seems desirable here to exclude the extra time devoted by stations KTLA and KTTV to the Buena Park "special feature" telecasts.

The viewer randomly tuning in Los Angeles TV stations had the highest chance of finding some form of Drama (for adults or for children) on KFI-TV and KTLA where the chances were three out of five of finding this sort of program. Even on the station with the least emphasis on Drama, KNBH, the chance of finding some of it was one in four. The stations ranked as follows in this respect:

#### Drama Total

KFI-TV	59.7
KTLA	59.1
KECA-TV	39.1
KTSL	33.6
KFMB	31.1
KLAC-TV	30.5
KNBH	24.6
KTTV	24.5
(Total	32.9)

If the viewer did randomly tune in any of these stations while they were telecasting some form of Drama, as was noted earlier, the chances were 94 out of 100 that he would find some form of recorded program material (for all stations combined). On the individual stations, the probability of finding recorded Drama were 100 out of 100 on three stations (KLAC, KTTV and KFI-TV), while they were smallest on KTSL where they were 88 out of 100. For the remaining four stations the proportions were as follows: KECA-TV (89 percent), KNBH (89 percent), KFMB (91 percent), and KTLA (94 percent).

If the random viewer were concerned only with Drama apparently aimed at the adult audience, his chances of finding it on some station were one in four. If he tuned in KFI-TV, his chances were three out of five, whereas if he tuned in on KTTV, they were a little less than one out of seven. Having tuned in his station, the probability of finding that his drama was recorded was highest on KFI-TV, KTTV, and KLAC where it was 100 percent. It was least on KTSL where it was 90 percent. On KNBH it was 91 percent; on KFMB, 95 percent; on KECA-TV, 95 percent; on KTLA, 97 percent.

If, however, the random viewer were interested only in Children's Drama, his chances of finding it on any of the stations were one out of 14. They were highest if he tuned in KTLA where they were one in four, and lowest if he tuned in KFI-TV or KLAC-TV where they were little more than one in 100. But having tuned in his station, the probability that he found recorded Children's Drama was 100 percent for stations KTTV, KLAC-TV, and KFI-TV. His chances of finding that his Children's Drama was recorded were least on KECA-TV where they were 26 out of 100. On KFMB they were 73 percent; on KTSL, 84 percent; on KNBH, 85 percent, and on KTLA, 90 percent. The actual ratios of these forms of



Drama to total time on the air for the stations were as follows:

Drama (General)		Drama (Children's)	
KFI-TV	58.4	KTLA	24.7
KECA-TV	35.4	KTSL	12.0
KTLA	34.4	KTTV	11.0
KLAC-TV	29.2	KNBH	9.4
KFMB	25.2	KFMB	6.0
KTSL	21.7	KECA-TV	3.6
KNBH	15.3	KFI-TV	1.3
KTTV	13.5	KLAC-TV	1.3
(Total	25.6	(Total	7.3)

Domestic programs for most stations bulked relatively small in time, with five of the eight stations devoting less than the aggregate proportion of their total time to this sort of program. One station, KLAC-TV, presented more than two-fifths of its program time in such programs:

Domestic	
KLAC-TV	43.2
KFMB	23.4
KECA-TV	16.9
KTTV	14.9
KNBH	12.9
KTLA	4.6
KFI-TV	4.4
KTSL	2.6
(Total	17.9)

Children's programs as a whole bear a strong resemblance to the array of stations according to the proportions of Children's Drama (above):

Children's	
KTLA	25.6
KTTV	17.3
KTSL	16.0
KNBH	13.7
KFMB	10.4
KECA-TV	7.6
KLAC-TV	2.9
KFI-TV	1.3
(Total	11.3)

To parallel with the station analysis the main features of the aggregate analysis, we

turn now to consider the distribution of the larger sub-classes of programs, as well as the smaller broad classes. First, we may turn to Western Drama:

Western Drama (General)		Western Drama (Children's)	
KECA-TV	16.7	KTLA	16.8
KFI-TV	9.4	KTSL	9.7
KLAC-TV	8.9	KTTV	6.2
KFMB	6.7	KNBH	4.8
KTLA	4.3	KFMB	3.8
KNBH	2.7	KECA-TV	0.6
KTSL	1.4	KLAC-TV	0
KTTV	0	KFI-TV	0
(Total	6.7)	(Total	4.7)

#### Western Drama Total

KTLA	21.1
KECA-TV	17.3
KTSL	11.2
KFMB	10.4
KFI-TV	9.4
KLAC-TV	8.9
KNBH	7.4
KTTV	6.2
(Total	11.4)

All of the stations have some Western Drama; there are some which specialize in Children's Westerns, but even the stations which carry none of them, telecast substantial amounts of Westerns aimed at the general audience. Over-all, the smallest proportion of Westerns telecast by any station is 6 percent, while for one station, KTLA, one in five hours of program time is in the form of Westerns. The Western Drama (General) was all recorded on seven of the stations; on KECA-TV it was 97 percent recorded. All children's Westerns were recorded on six of the stations; on KNLB they were 70 percent recorded and on KTSL, 80 percent.

The related type of drama program--the Crime program also appears in significant proportions on all stations, and constitutes as much as one hour of every four of programming for one station, KFI-TV. All Crime programs were recorded except on KTSL where 91 percent of the Crime Drama (General) was recorded.

Table 4.  
Los Angeles TV Programming May 23 - 29, 1951, Total Program  
Time for the Week, by Stations and by Class of Program

		KTSL		KNBH		KTLA		KECA-TV		KFI-TV	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	80	1.98	109	2.42	1929*	37.75*	73	1.42	158	5.88
1 (a)	News reports	80	1.98	99	2.19	172	3.36	73	1.42	158	5.88
1 (b)	Special events and features	--	--	10	.22	1757*	34.37*	--	--	--	--
2	Weather	--	--	24	.53	--	--	--	--	--	--
3	Public issues	73	1.80	45	1.00	64	1.25	56	1.09	--	--
3 (a)	Individual views	42	1.03	15	.33	--	--	56	1.09	--	--
3 (b)	Discussion and debate	31	.76	30	.67	64	1.25	--	--	--	--
4	Public events	--	--	--	--	--	--	--	--	--	--
5	Public institutional programs	133	3.27	27	.60	46	.90	123	2.39	67	2.50
5 (a)	Expository	74	1.82	27	.60	46	.90	123	2.39	62	2.31
5 (b)	Dramatization	59	1.45	--	--	--	--	--	--	5	.18
6	Information (General)	128	3.15	186	4.12	56	1.09	36	.70	364	13.56
6 (a)	Science	60	1.48	--	--	--	--	32	.62	--	--
6 (b)	Travelogue	36	.89	30	.67	--	--	--	--	158	5.89
6 (c)	Other	32	.79	156	3.46	56	1.09	4	.08	206	7.67
7	Religion	29	.71	--	--	6	.12	61	1.19	--	--
8	Drama	880	21.66	689	15.28	1152	22.53	1821	35.47	1567	58.37
8 (a)	Domestic	136	3.35	90	2.00	--	--	152	2.96	--	--
8 (b)	Crime	344	8.46	189	4.19	468	9.15	493	9.60	524	19.52
8 (c)	Western	60	1.49	121	2.68	144	2.81	859	16.73	254	9.46
8 (d)	Action	55	1.35	--	--	176	3.44	55	1.07	368	13.71
8 (e)	Comedy	140	3.44	204	4.52	118	2.31	--	--	97	3.61
8 (f)	Romance	145	3.57	85	1.88	156	3.05	66	1.28	324	12.07
8 (g)	Musical	--	--	--	--	90	1.76	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	137	2.67	--	--
8 (i)	Other	--	--	--	--	--	--	59	1.15	--	--
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	301	7.40	329	7.29	119	2.32	1102	21.46	--	--
10 (a)	Serious	--	--	30	.67	--	--	--	--	--	--
10 (b)	Light	--	--	30	.67	59	1.15	--	--	--	--
10 (c)	Popular	301	7.40	269	5.96	60	1.17	1102	21.46	--	--
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	1051	25.85	932	20.66	294	5.75	194	3.78	--	--
13	Personalities	207	5.09	50	1.10	75	1.47	138	2.69	13	.48
14	Quiz, stunts, contests	359	8.83	661	14.65	127	2.48	239	4.65	320	11.92
14 (a)	Experts, guests	149	3.67	60	1.33	38	.74	119	2.32	--	--
14 (b)	Studio audience	121	2.98	542	12.02	--	--	30	.58	--	--
14 (c)	Telephone	29	.71	--	--	--	--	60	1.17	320	11.92
14 (d)	Amateur	60	1.48	59	1.31	89	1.74	30	.58	--	--
15	Sports	70	1.72	258	5.72	230	4.50	30	.58	40	1.49
15 (a)	News, interviews	11	.27	45	1.00	--	--	--	--	30	1.12
15 (b)	Spectator sports	49	1.21	213	4.72	164	3.31	30	.58	--	--
15 (c)	Participant sports & recreations	10	.25	--	--	66	1.29	--	--	10	.37
16	Domestic	104	2.56	580	12.86	153	3.00	871	16.97	120	4.47
16 (a)	Cooking	30	.74	306	6.78	28	.54	451	8.78	--	--
16 (b)	Arts & crafts, & hobbies	13	.32	--	--	110	2.15	47	.91	16	.60
16 (c)	Shopping & merchandising	--	--	112	2.48	15	.29	125	2.43	104	3.87
16 (d)	Personal care	--	--	30	.67	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	30	.58	--	--
16 (f)	Housewives' variety	--	--	119	2.64	--	--	218	4.25	--	--
16 (g)	Housewives' music	61	1.50	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	13	.29	--	--	--	--	--	--
17	Children's programs	650	16.00	619	13.72	859	16.80	388	7.56	35	1.30
17 (a)	Information & instruction	--	--	30	.67	30	.58	15	.29	--	--
17 (b)	Pre-school entertainment	--	--	15	.33	--	--	--	--	--	--
17 (c)	Drama	486	11.96	422	9.36	829	16.21	184	3.58	35	1.30
17 (c)(1)	Crime	68	1.67	--	--	63	1.23	--	--	--	--
17 (c)(2)	Western	396	9.74	215	4.77	564	11.03	30	.58	--	--
17 (c)(3)	Comedy	22	.54	207	4.59	84	1.64	--	--	35	1.30
17 (c)(4)	Adventure & historical	--	--	--	--	20	.39	154	3.00	--	--
17 (c)(5)	Children's action	--	--	--	--	98	1.91	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	153	3.76	--	--	--	--	54	1.05	--	--
17 (e)	Other variety	11	.27	92	2.04	--	--	105	2.05	--	--
17 (f)	Quiz, stunts & contests	--	--	--	--	--	--	30	.58	--	--
17 (g)	Other children's programs	--	--	60	1.33	--	--	--	--	--	--
Total		4065	100	4509	100	5110	100	5132	100	2684	100

\*Eighty-nine percent of the 3518 minutes of Special Events (or 3131 minutes) consisted of telecasts concerning the search for a kidnapped



Table 4 (cont.)  
**Los Angeles TV Programming May 23 - 29, 1951, Total Program  
Time for the Week, by Stations and by Class of Program**

		KTTV		KLAC-TV		Total 7 Sta.		KFMB		Total 8 Sta.	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	1829*	34.42*	250	3.97	4428*	13.37*	138	3.14	4566*	12.18
1 (a)	News reports	268	5.04	62	.98	912	2.75	138	3.14	1050	2.80
1 (b)	Special events and features	1561*	29.38*	188	2.98	3516*	10.62*	--	--	3516*	9.38
2	Weather	--	--	--	--	24	.07	--	--	24	.06
3	Public issues	52	.98	89	1.41	379	1.14	14	.32	393	1.05
3 (a)	Individual views	52	.98	29	.46	194	.59	14	.32	208	.55
3 (b)	Discussion and debate	--	--	60	.95	185	.56	--	--	185	.49
4	Public events	--	--	30	.47	30	.09	--	--	30	.08
5	Public institutional programs	82	1.54	47	.75	525	1.59	72	1.64	597	1.59
5 (a)	Expository	82	1.54	47	.75	461	1.39	72	1.64	533	1.42
5 (b)	Dramatization	--	--	--	--	64	.19	--	--	64	.17
6	Information (General)	100	1.88	65	1.03	935	2.82	47	1.07	982	2.62
6 (a)	Science	--	--	--	--	92	.28	--	--	92	.24
6 (b)	Travelogue	13	.24	48	.76	285	.86	16	.36	301	.80
6 (c)	Other	87	1.64	17	.27	558	1.69	31	.71	589	1.57
7	Religion	29	.54	64	1.01	189	.57	33	.75	222	.59
8	Drama	533	10.03	1841	29.22	8483	25.62	1106	25.18	9589	25.57
8 (a)	Domestic	--	--	151	2.40	529	1.60	118	2.69	647	1.72
8 (b)	Crime	297	5.59	258	4.09	2573	7.77	285	6.49	2858	7.62
8 (c)	Western	--	--	565	8.97	2003	6.05	293	6.67	2296	6.12
8 (d)	Action	59	1.11	339	5.38	1052	3.18	29	.66	1081	2.88
8 (e)	Comedy	30	.56	381	6.04	970	2.93	227	5.17	1197	3.20
8 (f)	Romance	147	2.77	--	--	923	2.79	94	2.14	1017	2.71
8 (g)	Musical	--	--	147	2.33	237	.72	--	--	237	.63
8 (h)	Classics	--	--	--	--	137	.41	--	--	137	.36
8 (i)	Other	--	--	--	--	59	.18	60	1.37	119	.32
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	37	.69	126	2.00	2014	6.08	289	6.58	2303	6.14
10 (a)	Serious	--	--	--	--	30	.09	--	--	30	.08
10 (b)	Light	--	--	--	--	89	.27	--	--	89	.24
10 (c)	Popular	37	.69	126	2.00	1895	5.72	289	6.58	2184	5.82
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	341	6.42	123	1.95	2935	8.86	716	16.30	3651	9.74
13	Personalities	74	1.39	62	.98	619	1.87	126	2.87	745	1.99
14	Quiz, stunts, contests	316	5.95	31	.49	2053	6.20	272	6.19	2325	6.20
14 (a)	Experts, guests	64	1.20	31	.49	461	1.39	90	2.05	551	1.47
14 (b)	Studio audience	160	3.01	--	--	853	2.58	121	2.75	974	2.60
14 (c)	Telephone	--	--	--	--	409	1.23	30	.68	439	1.17
14 (d)	Amateur	92	1.73	--	--	330	1.00	31	.71	361	.96
15	Sports	652	12.27	666	10.57	1946	5.88	95	2.16	2041	5.44
15 (a)	News, interviews	17	.32	127	2.01	230	.69	59	1.34	289	.77
15 (b)	Spectator sports	605	11.38	522	8.28	1583	4.78	20	.45	1603	4.27
15 (c)	Participant sports & recreations	30	.56	17	.27	133	.40	16	.36	149	.40
16	Domestic	585	11.01	2724	43.23	5137	15.51	1029	23.42	6166	16.44
16 (a)	Cooking	79	1.48	444	7.05	1338	4.04	--	--	1338	3.57
16 (b)	Arts & crafts, & hobbies	62	1.17	--	--	248	.75	40	.91	288	.77
16 (c)	Shopping & merchandising	204	3.84	145	2.30	705	2.13	53	1.21	758	2.02
16 (d)	Personal care	--	--	--	--	30	.09	--	--	30	.08
16 (e)	Personal relations	--	--	30	.47	60	.18	--	--	60	.16
16 (f)	Housewives' variety	117	2.20	1502	23.84	1956	5.91	694	15.80	2650	7.07
16 (g)	Housewives' music	62	1.17	603	9.57	726	2.19	242	5.51	968	2.58
16 (h)	Other	61	1.15	--	--	74	.22	--	--	74	.20
17	Children's programs	681	12.82	180	2.86	3412	10.30	455	10.35	3867	10.31
17 (a)	Information & instruction	86	1.62	9	.14	170	.51	34	.77	204	.54
17 (b)	Pre-school entertainment	--	--	--	--	15	.05	17	.39	32	.08
17 (c)	Drama	432	8.13	81	1.28	2469	7.46	262	5.96	2731	7.28
17 (c)(1)	Crime	80	1.50	--	--	211	.64	--	--	211	.56
17 (c)(2)	Western	242	4.55	--	--	1447	4.37	166	3.78	1613	4.30
17 (c)(3)	Comedy	--	--	--	--	348	1.05	13	.29	361	.96
17 (c)(4)	Adventure & historical	99	1.86	--	--	273	.82	70	1.59	343	.91
17 (c)(5)	Children's action	11	.21	22	.35	131	.39	13	.30	144	.38
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	59	.94	59	.18	--	--	59	.16
17 (d)	Teen-age variety	--	--	30	.47	237	.72	10	.23	247	.66
17 (e)	Other variety	131	2.46	--	--	339	1.02	71	1.62	410	1.09
17 (f)	Quiz, stunts & contests	32	.60	60	.95	122	.37	31	.71	153	.41
17 (g)	Other children's programs	--	--	--	--	60	.18	30	.68	90	.24
Total		5311	100	6298	100	33,109	100	4392	100	37,501	100

child in Buena Park.

Crime Drama (General)		Crime Drama (Children)	
KFI-TV	19.5	KTTV	2.0
KTLA	14.0	KTLA	1.9
KECA-TV	9.6	KTSL	1.7
KTSL	8.4	KNBH	0
KTTV	7.6	KECA	0
KFMB	6.4	KFMB	0
KNBH	4.2	KFI-TV	0
KLAC-TV	4.1	KLAC-TV	0
(Total	8.3)	(Total	0.6

Variety - All	
KFMB	34.0
KTSL	29.9
KLAC-TV	26.3
KNBH	25.3
KTTV	15.0
KECA-TV	11.1
KTLA	8.8
KFI-TV	0
(Total	20.2)

Crime Drama  
Total

KFI-TV	19.5
KLTA	15.8
KTSL	10.1
KTTV	9.6
KECA-TV	9.6
KFMB	6.4
KNBH	4.2
KLAC-TV	4.1
(Total	8.9)

Popular Music of all kinds, likewise bulked large in the aggregate for Los Angeles TV. The proportions given to Popular Music by the individual stations appear as follows:

Popular Music (General)		Housewives' Music	
KECA-TV	21.4	KLAC-TV	9.6
KTSL	7.4	KFMB	5.5
KFMB	6.6	KTTV	1.6
KNBH	5.9	KTSL	1.5
KLAC-TV	2.0	KNBH	0
KTLA	1.8	KECA-TV	0
KTTV	0.9	KFI-TV	0
KFI-TV	0	KTLA	0
(Total	6.4)	(Total	2.8)

In the aggregate, Variety programs of all kinds amounted to one fifth of the total time. There follow the rankings of the stations in respect to the proportions of this type of program:

Variety (General)		Housewives' Variety	
KTSL	25.9	KLAC-TV	23.8
KNBH	20.7	KFMB	15.8
KFMB	16.3	KECA-TV	4.3
KTLA	8.8	KTTV	3.0
KTTV	8.7	KNBH	2.6
KECA-TV	3.8	KTSL	0
KLAC-TV	1.9	KTLA	0
KFI-TV	0	KFI-TV	0
(Total	10.6)	(Total	7.7)

Popular Music Total	
KECA-TV	21.4
KFMB	12.1
KLAC-TV	11.6
KTSL	8.9
KNBH	5.9
KTTV	2.5
KTLA	1.8
KFI-TV	0
(Total	9.2)

Teen-age Variety		Other Children's Variety	
KTSL	3.8	KTTV	3.3
KECA-TV	1.1	KECA-TV	2.1
KLAC-TV	0.4	KNBH	2.0
KFMB	0.2	KFMB	1.6
KTLA	0	KTSL	0.3
KNBH	0	KTLA	0
KFI-TV	0	KFI-TV	0
KTTV	0	KLAC-TV	0
(Total	0.7)	(Total	1.2)

At one extreme a station, KECA-TV, devotes one hour of every five to Popular Music, while one station, KFI-TV, presents none at all.

It was observed earlier that three kinds of programs dominate Los Angeles television: all kinds of drama, variety and popular music. It is therefore of interest to observe the relative saturation of the individual station program structures with these three types of programs:

# All Drama, Variety and Popular Music

KFMB	77.2
KTSL	72.4
KECA-TV	71.6
KTSLA	69.6
KLAC-TV	68.3
KFI-TV	59.7
KNBH	55.9
KTTV	42.0
(Total	65.3) <sup>1</sup>

Remarkable consistency is observed: four of the eight stations are grouped within two percentage points of each other at a level of about two-thirds of the total time. It may fairly be said that the typical situation is for two of every three hours of Los Angeles television to consist of drama, variety, or popular music.

Without burdening the reader with similar analyses of station program proportions for every class of program, we will present a selected number of rankings for the program classes which received less attention from the stations. The first to receive attention might well be those most directly concerned with information:

News Reports (class 1a)		Information (Total)	
KTTV	6.8	KFI-TV	13.6
KFI-TV	5.9	KNBH	4.1
KTSLA	5.1	KTSL	3.2
KFMB	3.1	KTTV	2.5
KNBH	2.2	KTSLA	1.7
KTSL	2.0	KFMB	1.1
KECA-TV	1.4	KLAC-TV	1.0
KLAC-TV	1.0	KECA-TV	0.7
(Total	3.1)	(Total	2.9)

## Science Information

KTSL	1.4
KECA-TV	0.6
KNBH	0
KTSLA	0
KFI-TV	0
KTTV	0
KLAC	0
KFMB	0
(Total	0.3)

1. These data, it will be remembered, exclude the Buena Park programs; earlier it was pointed out that these three kinds of programs amounted to 59.8 percent of all program time, including the Buena Park programs.

# Travelogue Information

KFI-TV	5.9
KTSL	0.9
KLAC-TV	0.8
KNBH	0.7
KFMB	0.4
KTTV	0.3
KTSLA	0
KECA-TV	0
(Total	0.9)

# Other Information (General)

KFI-TV	7.7
KNBH	3.4
KTTV	2.2
KTSLA	1.7
KTSL	0.8
KFMB	0.7
KLAC-TV	0.3
KECA-TV	0.1
(Total	1.7)

# Children's Information and Instruction

KTTV	2.2
KTSLA	0.9
KFMB	0.8
KNBH	0.7
KECA-TV	0.3
KLAC-TV	0.1
KFI-TV	0
KTSL	0
(Total	0.6)

That stations fall rather evenly distributed on both sides of the aggregate proportion of time given to News Reports, 3.1 percent, with a maximum by KTTV of 6.8 percent and a minimum by KLAC-TV, of 1.0 percent. The same is not true, however, of Information, where the aggregate is largely influenced by the performance of KFI-TV in providing considerably more Travelogue and Other Information than most of the stations. Science Information appeared on only two stations, with KTSL leading with 1.4 percent of its time given over to these programs. Two stations provided no Children's Information and Instruction at all, while the largest proportion was that of KTTV, 2.2 percent. No array is presented for personal Relations programs (16e), for only two stations, KECA-TV with 0.6 percent, and KLAC-TV with 0.4 percent, carried any of these.

It is also unnecessary to construct an array for station performance on Public Events. Only one station carried any program time in this category--KLAC-TV, with 0.4 percent.

Public Issues programs were carried in the following proportions:



#### Public Issues

KTLA	1.9
KTSL	1.8
KLAC-TV	1.4
KTTV	1.3
KECA-TV	1.1
KNBH	1.0
KFMB	0.3
KFI-TV	0
(Total	1.1)

The difference between the performance of the top station, KTLA, with 1.9 percent, and the lowest station, KFI-TV, is quite small.

And lastly, we may present the record as it concerns Religion:

#### Religion

KECA-TV	1.2
KLAC-TV	1.0
KFMB	0.8
KTTV	0.7
KTSL	0.7
KTLA	0.2
KNBH	0
KFI-TV	0
(Total	0.6)

Two stations telecast no religious programs, KNBH and KFI-TV, while the largest proportion was that of KECA-TV, 1.2 percent.

#### Differences Between Days of the Week

Next to consider differences in TV programming within the week, attention is directed to differences between weekend and weekday programs. A summary of all the program time according to time segments within the week is presented in Tables 5 (a), 5 (b), and 5 (c). Comparison of the percentages of all program time, (including KFMB and Buena Park) devoted to classes of programs reveals some large differences between programming on weekdays, Saturday and Sunday. Thus, Drama (General), which amounted to one-fifth of all program time on weekdays, rose to almost half of all Saturday programs (47.7 percent), and to two-fifths (40.4 percent) of Sunday's. Large increases appeared in some of the sub-classes under Drama (General): Westerns rose from 4.4 percent on weekdays to 12.0 percent on Saturday and 11.5 percent on Sunday; Crime drama rose from 7.0 percent on weekdays to 8.4 percent on Saturday

and to 10.5 percent on Sunday; Romantic Drama rose from 2.0 percent on weekdays to 5.8 percent on Saturday and 2.7 percent on Sunday. Children's Programs also reveal a substantial increase, rising from 9.0 percent on weekdays to 20.7 percent on Saturday and 9.0 percent on Sunday. The sub-classes which increased most on weekends were: Children's Westerns, rising from 4.2 percent on weekdays to 9.7 percent on Saturday and falling off to 4.3 percent on Sunday; Children's Crime Drama which rose from 0.5 percent on weekdays to 1.4 percent on Saturday. Variety (General) programs were significantly more abundant on weekends than during the week: from Monday to Friday they took 8.8 percent of all time on the air; on Saturday they provided 12.4 percent, and on Sunday, 12.7 percent of all program time. If one applies the grouping test, previously used, of adding together the Drama both General and Childrens, on Saturday, the total of these rises to 61.0 percent, as compared with 26.9 percent on weekdays, and 42.9 percent on Sunday. If to this there be added the total of Variety (both General and Housewives'), and Popular Music (both General and Housewives'), these three types of programs amount to 55.0 percent on weekdays, but jump to 78.4 percent on Saturday.

Information programs for Children also rose from less than one tenth of one percent on weekdays to 3.4 percent on Saturday, and 0.5 percent on Sunday. Public Issues programs were more common on weekends: on weekdays they accounted for less than 1 percent of the time; on Saturday they were still smaller, but on Sunday, they constituted 3.3 percent of program time. Religion, which was 0.1 percent on weekdays, was altogether absent on Saturday, but on Sunday rose to 4.1 percent of total time.

While weekend programming was heavier in these respects than programs between Monday and Friday, it was proportionately weaker in other kinds of programs. Thus, Popular Music, which on weekdays amounted to 7.0 percent, was 2.0 percent on Saturday and 2.4 percent on Sunday. An even larger decline took place in Domestic programs which fell from 20.3 percent on weekdays to 6.8 percent on Saturday and 2.3 percent on Sunday. Quiz, Stunts and Contests programs declined moderately from 6.9 percent, Weekdays, to 4.2 percent on Saturday and 3.9 percent on Sunday. Sports programs on Weekdays were 5.5 percent; on Saturday they fell to 1.1 percent,

Table 5 (a)  
**Los Angeles TV Programming, May 23 - 29, 1951**  
**Total Weekday Programs by Time Segments (including 8 stations and Buena Park Telecasts)**

		Sign-on to 5 p.m.		5 p.m. to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	2622	21.35	445	9.44	687	7.40	609	27.92	4363	15.33
1 (a)	News reports	138	1.12	254	5.38	423	4.56	119	5.46	934	3.28
1 (b)	Special events and features	2484	20.22	191	4.05	264	2.84	490	22.47	3429	12.05
2	Weather	--	--	--	--	24	.26	--	--	24	.08
3	Public issues	15	.12	39	.83	118	1.27	50	2.29	222	.78
3 (a)	Individual views	15	.12	39	.83	73	.79	--	--	127	.45
3 (b)	Discussion and debate	--	--	--	--	45	.48	50	2.29	95	.33
4	Public events	--	--	--	--	30	.32	--	--	30	.10
5	Public institutional programs	189	1.54	84	1.78	135	1.45	--	--	408	1.43
5 (a)	Expository	189	1.54	79	1.68	76	.82	--	--	344	1.21
5 (b)	Dramatization	--	--	5	.11	59	.64	--	--	64	.22
6	Information (General)	283	2.30	341	7.23	136	1.46	--	--	760	2.67
6 (a)	Science	31	.25	--	--	29	.31	--	--	60	.21
6 (b)	Travelogue	36	.29	199	4.22	11	.12	--	--	246	.86
6 (c)	Other	216	1.76	142	3.01	96	1.03	--	--	454	1.60
7	Religion	--	--	--	--	29	.31	--	--	29	.10
8	Drama	1431	11.65	545	11.56	3038	32.73	610	27.97	5624	19.76
8 (a)	Domestic	77	.63	31	.66	209	2.25	29	1.33	346	1.22
8 (b)	Crime	586	4.77	32	.68	1193	12.85	184	8.44	1995	7.01
8 (c)	Western	322	2.62	396	8.40	519	5.59	--	--	1237	4.35
8 (d)	Action	255	2.08	33	.70	328	3.53	115	5.27	731	2.57
8 (e)	Comedy	--	--	41	.87	311	3.36	219	10.04	571	2.00
8 (f)	Romance	191	1.55	12	.25	299	3.22	63	2.89	565	1.98
8 (g)	Musical	--	--	--	--	90	.97	--	--	90	.32
8 (h)	Classics	--	--	--	--	30	.32	--	--	30	.10
8 (i)	Other	--	--	--	--	59	.64	--	--	59	.21
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	670	5.46	495	10.50	680	7.33	195	8.94	2040	7.17
10 (a)	Serious	--	--	--	--	30	.32	--	--	30	.10
10 (b)	Light	--	--	14	.30	16	.17	--	--	30	.10
10 (c)	Popular	670	5.45	481	10.20	634	6.83	195	8.94	1980	6.96
11	Fine Arts	--	--	--	--	--	--	--	--	--	--
12	Variety	868	7.07	64	1.36	1088	11.72	494	22.65	2514	8.83
13	Personalities	161	1.31	108	2.29	307	3.31	30	1.38	606	2.13
14	Quiz, stunts, contests	686	5.58	76	1.61	1154	12.43	43	1.97	1959	6.88
14 (a)	Experts, guests	30	.24	60	1.27	210	2.26	4	.18	304	1.07
14 (b)	Studio audience	656	5.34	16	.34	177	1.91	6	.21	855	3.00
14 (c)	Telephone	--	--	--	--	439	4.73	--	--	439	1.54
14 (d)	Amateur	--	--	--	--	328	3.53	33	1.51	361	1.27
15	Sports	101	.82	19	.40	1349	14.54	98	4.49	1567	5.50
15 (a)	News, interviews	12	.10	18	.38	201	2.16	10	.46	241	.85
15 (b)	Spectator sports	79	.64	1	.02	1034	11.14	79	3.62	1193	4.19
15 (c)	Participant sports & recreations	10	.08	--	--	114	1.23	9	.41	133	.47
16	Domestic	5202	42.35	279	5.92	234	2.52	52	2.38	5767	20.26
16 (a)	Cooking	1310	10.66	--	--	--	--	--	--	1310	4.60
16 (b)	Arts & crafts, & hobbies	88	.72	77	1.63	45	.48	--	--	210	.74
16 (c)	Shopping & merchandizing	325	2.64	52	1.10	159	1.71	52	2.38	588	2.06
16 (d)	Personal care	30	.24	--	--	--	--	--	--	30	.10
16 (e)	Personal relations	30	.24	--	--	30	.32	--	--	60	.21
16 (f)	Housewives' variety	2377	19.35	150	3.18	--	--	--	--	2527	8.88
16 (g)	Housewives' music	968	7.88	--	--	--	--	--	--	968	3.40
16 (h)	Other	74	.60	--	--	--	--	--	--	74	.26
17	Children's programs	55	.45	2221	47.09	272	2.93	--	--	2548	8.95
17 (a)	Information & Instruction	--	--	9	.19	--	--	--	--	9	.03
17 (b)	Pre-school entertainment	15	.12	17	.36	--	--	--	--	32	.11
17 (c)	Drama	10	.08	1906	40.42	118	1.27	--	--	2034	7.15
17 (c)(1)	Crime	--	--	148	3.14	--	--	--	--	148	.52
17 (c)(2)	Western	--	--	1137	24.11	60	.65	--	--	1197	4.20
17 (c)(3)	Comedy	10	.08	318	6.74	25	.27	--	--	353	1.24
17 (c)(4)	Adventure and historical	--	--	290	6.15	2	.02	--	--	292	1.02
17 (c)(5)	Children's action	--	--	13	.28	31	.33	--	--	44	.15
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	40	.85	62	.67	--	--	102	.36
17 (e)	Other variety	--	--	249	5.28	--	--	--	--	249	.87
17 (f)	Quiz, stuntz & contests	--	--	--	--	92	.99	--	--	92	.32
17 (g)	Other children's programs	30	.24	--	--	--	--	--	--	30	.10
Total		12283	100.00	4716	100.00	9281	100.00	2181	100.00	28461	100.00



Table 5 (b)

## Los Angeles Total Saturday TV Programs

		Sign-on to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	12	.55	11	.66	96	21.19	119	2.76
1 (a)	News reports	12	.55	8	.48	42	9.27	62	1.43
1 (b)	Special events and features	--	--	3	.18	54	11.92	57	1.32
2	Weather	--	--	--	--	--	--	--	--
3	Public issues	17	.78	--	--	--	--	17	.39
3 (a)	Individual views	17	.78	--	--	--	--	17	.39
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--
4	Public events	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	24	1.44	34	7.50	58	1.35
5 (a)	Expository	--	--	24	1.44	34	7.50	58	1.35
5 (b)	Dramatization	--	--	--	--	--	--	--	--
6	Information (General)	26	1.19	--	--	--	--	26	.60
6 (a)	Science	--	--	--	--	--	--	--	--
6 (b)	Travelogue	16	.73	--	--	--	--	16	.37
6 (c)	Other	10	.46	--	--	--	--	10	.23
7	Religion	--	--	--	--	--	--	--	--
8	Drama	1002	45.73	754	45.31	297	65.56	2053	47.65
8 (a)	Domestic	98	4.47	61	3.66	82	18.10	241	5.59
8 (b)	Crime	31	1.41	256	15.38	78	17.22	365	8.47
8 (c)	Western	447	20.40	2	.12	66	14.57	515	11.95
8 (d)	Action	141	6.44	58	3.48	16	3.53	215	4.99
8 (e)	Comedy	152	6.94	1	.06	--	--	153	3.56
8 (f)	Romance	75	3.42	120	7.21	55	12.14	250	5.80
8 (g)	Musical	58	2.65	89	5.35	--	--	147	3.41
8 (h)	Classics	--	--	107	6.43	--	--	107	2.48
8 (i)	Other	--	--	60	3.60	--	--	60	1.39
9	Dance	--	--	--	--	--	--	--	--
10	Music	29	1.32	60	3.60	--	--	89	2.06
10 (a)	Serious	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--
10 (c)	Popular	29	1.32	60	3.60	--	--	89	2.06
11	Fine Arts	--	--	--	--	--	--	--	--
12	Variety	16	.73	515	30.95	4	.88	535	12.42
13	Personalities	--	--	--	--	--	--	--	--
14	Quiz, stunts, contests	59	2.69	121	7.27	--	--	180	4.18
14 (a)	Experts, guests	30	1.37	91	5.47	--	--	121	2.81
14 (b)	Studio audience	29	1.32	30	1.80	--	--	59	1.37
14 (c)	Telephone	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	--	--	--	--
15	Sports	47	2.14	--	--	--	--	47	1.09
15 (a)	News, interviews	--	--	--	--	--	--	--	--
15 (b)	Spectator sports	47	2.14	--	--	--	--	47	1.09
15 (c)	Participant sports & recreations	--	--	--	--	--	--	--	--
16	Domestic	242	11.04	27	1.62	22	4.86	291	6.75
16 (a)	Cooking	28	1.28	--	--	--	--	28	.65
16 (b)	Arts & crafts, & hobbies	61	2.78	--	--	--	--	61	1.42
16 (c)	Shopping & merchandizing	30	1.37	27	1.62	22	4.86	79	1.83
16 (d)	Personal care	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--
16 (f)	Housewives'	123	5.61	--	--	--	--	123	2.86
16 (g)	Housewives' music	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	--	--	--	--	--	--
17	Children's programs	741	33.82	152	9.13	--	--	893	20.73
17 (a)	Information & instruction	101	4.61	30	1.80	--	--	131	3.04
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--
17 (c)	Drama	485	22.14	92	5.53	--	--	577	13.39
17 (c)(1)	Crime	63	2.88	--	--	--	--	63	1.46
17 (c)(2)	Western	324	14.79	92	5.53	--	--	416	9.66
17 (c)(3)	Comedy	8	.37	--	--	--	--	8	.18
17 (c)(4)	Adventure and historical	31	1.41	--	--	--	--	31	.72
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--
17 (d)(8)	Other children's drama	59	2.69	--	--	--	--	59	1.37
17 (d)	Teen-age variety	84	3.83	30	1.80	--	--	114	2.65
17 (e)	Other variety	71	3.24	--	--	--	--	71	1.65
17 (f)	Quiz, stunts & contests	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--
Total		2191	100.00	1664	100.00	453	100.00	4308	100.00

Table 5 (c)

## Los Angeles Total Sunday TV Programs and Total for the Week May 23 - 29, 1951

		Sign-on to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total - Sunday		Weekly Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	4	.14	65	3.92	15	7.61	84	1.78	4566	12.18
1 (a)	News reports	4	.14	38	2.29	12	6.09	54	1.14	1050	2.80
1 (b)	Social events and features	--	--	27	1.63	3	1.52	30	.63	3516	9.38
2	Weather	--	--	--	--	--	--	--	--	24	.06
3	Public issues	36	1.25	118	7.12	--	--	154	3.25	393	1.05
3 (a)	Individual views	36	1.25	28	1.69	--	--	64	1.35	208	.55
3 (b)	Discussion and debate	--	--	90	5.43	--	--	90	1.90	185	.49
4	Public events	--	--	--	--	--	--	--	--	30	.08
5	Public institutional programs	--	--	131	7.91	--	--	131	2.79	597	1.59
5 (a)	Expository	--	--	131	7.91	--	--	131	2.79	533	1.42
5 (b)	Dramatization	--	--	--	--	--	--	--	--	64	.17
6	Information (General)	91	3.16	70	4.23	35	17.77	196	4.14	982	2.62
6 (a)	Science	--	--	32	1.93	--	--	32	.68	92	.24
6 (b)	Travelogue	39	1.35	--	--	--	--	39	.82	301	.80
6 (c)	Other	52	1.81	38	2.29	35	17.77	125	2.64	589	1.57
7	Religion	124	4.31	10	.60	59	29.95	193	4.08	222	.59
8	Drama	1320	45.85	552	33.33	40	20.30	1912	40.40	9589	25.57
8 (a)	Domestic	31	1.08	29	1.75	--	--	60	1.27	647	1.72
8 (b)	Crime	236	8.20	222	13.40	40	20.30	498	10.52	2858	7.62
8 (c)	Western	453	15.73	91	5.50	--	--	544	11.50	2296	6.12
8 (d)	Action	135	4.69	--	--	--	--	135	2.85	1081	2.88
8 (e)	Comedy	263	9.14	210	12.68	--	--	473	10.00	1197	3.20
8 (f)	Romance	202	7.02	--	--	--	--	202	4.27	1017	2.71
8 (g)	Musical	--	--	--	--	--	--	--	--	237	.63
8 (h)	Classics	--	--	--	--	--	--	--	--	137	.36
8 (i)	Other	--	--	--	--	--	--	--	--	119	.32
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	140	4.86	34	2.05	--	--	174	3.68	2303	6.14
10 (a)	Serious	--	--	--	--	--	--	--	--	30	.08
10 (b)	Light	59	2.05	--	--	--	--	59	1.25	89	.24
10 (c)	Popular	81	2.81	34	2.05	--	--	115	2.43	2184	5.82
11	Fine Arts	--	--	--	--	--	--	--	--	--	--
12	Variety	151	5.24	451	27.23	--	--	602	12.72	3651	9.74
13	Personalities	121	4.20	2	.12	16	8.12	139	2.94	745	1.99
14	Quiz, stunts, contests	29	1.01	153	9.24	4	2.03	186	3.92	2325	6.20
14 (a)	Experts, guests	29	1.01	97	5.86	--	--	126	2.66	551	1.47
14 (b)	Studio audience	--	--	56	3.38	4	2.03	60	1.27	974	2.60
14 (c)	Telephone	--	--	--	--	--	--	--	--	439	1.17
14 (d)	Amateur	--	--	--	--	--	--	--	--	361	.96
15	Sports	412	14.31	15	.90	--	--	427	9.02	2041	5.44
15 (a)	News, interviews	48	1.67	--	--	--	--	48	1.01	289	.77
15 (b)	Spectator sports	348	12.09	15	.90	--	--	363	7.67	1603	4.27
15 (c)	Participant sports & recreations	16	.56	--	--	--	--	16	.34	149	.40
16	Domestic	31	1.08	49	2.96	28	14.21	108	2.28	6166	16.44
16 (a)	Cooking	--	--	--	--	--	--	--	--	1338	3.57
16 (b)	Arts & crafts, & hobbies	--	--	17	1.03	--	--	17	.36	288	.77
16 (c)	Shopping & merchandizing	31	1.08	32	1.93	28	14.21	91	1.92	758	2.02
16 (d)	Personal care	--	--	--	--	--	--	--	--	30	.08
16 (e)	Personal relations	--	--	--	--	--	--	--	--	60	.16
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--	2650	7.07
16 (g)	Housewives' music	--	--	--	--	--	--	--	--	968	2.58
16 (h)	Other	--	--	--	--	--	--	--	--	74	.20
17	Children's program	420	14.50	6	.36	--	--	426	9.00	3867	10.31
17 (a)	Information & instruction	64	2.22	--	--	--	--	64	1.35	204	.54
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--	32	.08
17 (c)	Drama	114	3.96	6	.36	--	--	120	2.54	2731	7.28
17 (c)(1)	Crime	--	--	--	--	--	--	--	--	211	.56
17 (c)(2)	Western	--	--	--	--	--	--	--	--	1613	4.30
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--	361	.96
17 (c)(4)	Adventure and historical	20	.69	--	--	--	--	20	.42	343	.91
17 (c)(5)	Children's action	94	3.26	6	.36	--	--	100	2.11	144	.38
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	59	.16
17 (d)	Teen-age variety	31	1.08	--	--	--	--	31	.66	247	.66
17 (e)	Other variety	90	3.13	--	--	--	--	90	1.90	410	1.09
17 (f)	Quiz, stunts & contests	61	2.12	--	--	--	--	61	1.29	153	.41
17 (g)	Other children's programs	60	2.08	--	--	--	--	60	1.27	90	.24
Total		2879	100.00	1656	100.00	197	100.00	4732	100.00	37501	100.00

rising, however, on Sunday to 9.0 percent. Other classes of programs appeared in about the same proportions in these periods of the week.

#### Differences Between Time Segments

The public is concerned with the kind of TV programming which is available when certain audiences could view or are viewing their sets. A significant analysis could thus be made of the amounts of various kinds of programming available when adults of both sexes are presumably accessible to their sets. The hours 7 - 11 p.m. for all seven days of the week could be termed the "adult-hours." Similarly, the hours from the time the stations sign on until 5 p.m. on Monday through Friday might well be designated the "domestic-hours," for in them it may be presumed that the core of potential audience consists of housewives and pre-school age children. For school-age children, their special "children-hours" on TV might be considered to be the hours 5 to 7 on weekdays, plus the daytime hours (from sign-on) to 7 p.m. on Saturday and on Sunday. These three time segments--the adults, the domestic, and the children-hours--account for all TV program time except for telecasting after 11 p.m. which we may call the late-hours and which amounted to only 7 percent of all time on the air. The remaining 93 percent of total TV broadcast time breaks down as between the three principal segments as follows: adult-hours, 34 percent; domestic-hours, 33 percent; and children-hours, 26 percent. The following analysis is based on Tables 5 (a), (b) and (c).

The adult-hour programming.<sup>1</sup> If the television-user tuned in at random between 7 and 11 p.m., any day of the week, the probability would be one out of three that he would encounter Drama. Drama (General) provides 34.5 percent of programming in these hours, with an additional 1.7 percent in Children's Drama. Crime Drama alone amounted to 13.3 percent; Westerns were the second most common form of Drama, with 6.0 percent of which 4.9 percent was aimed at adults and the remainder at children. The second largest

component of adult-hour TV fare was Variety programs, which amounted to 16.3 percent. Drama and Variety thus dominate the entire program structure with 52.5 percent of the total time. The addition of Popular Music brings the total for the three types to 58.3 percent, which ranks the adult-hours as second heaviest with these programs. The third largest class of programs was Quiz, Stunts and Contests, with 11.3 percent, fairly evenly divided between the four sub-classes. And the fourth biggest class was Sports, with 10.8 percent, of which Spectator Sports events alone provided 8.3 percent. These five classes of programs constituted 80.4 percent of all adult-hour program time.

Adult-hour programs were low on Public Issues (1.9 percent), Public Events (30 minutes or 0.3 percent), and News Reports (3.7 percent). Information was even more scarce in these hours than for the week as a whole, with only 1.6 percent of the adult-hour program time in the form of General Information, and 0.3 percent in Children's Information and Instruction. In spite of the predominance of Drama in the adult-hours, there was exactly 2 hours, 17 minutes of Classical Drama, or 1.1 percent of total time programs were telecast in these hours. Religion occupied 39 minutes or 0.3 percent. Personal Relations programs amounted to 30 minutes or 0.2 percent.

Domestic-hour programming. As might be expected, a random tune-in on Los Angeles TV before 5 p.m. on weekdays had two out of five chances of finding what have been classed as Domestic programs, which constituted 42.4 percent of all such program time. By far the largest portion of these Domestic programs, however, were in the sub-class designated Housewives' Variety, which alone amounted to 19.4 percent of all time on the air. An additional amount of Variety (General) programs equal to 7.0 percent were also telecast in these hours. As a result, Variety of all kinds provided 26.4 percent, or about one out of every four hours of programming. Despite the strength of this program element, however, the total of all Drama, Variety and Popular Music programs in the domestic-hours was lower than in either of the other two principal time segments. Even so, these types of programs amounted to 51.4 percent of the total,

1. In the discussion of particular audience program fare we are dealing with all 8 stations' programs including Buena Park programs.



or better than one out of every two hours of program time.

The remaining forms of Domestic programs (other than Housewives' Variety and Housewives' Music) were led by Cooking programs which were 10.7 percent of total program time. The next largest sub-class of Domestic programs was Shopping and Merchandising programs (display of merchandise and services), which amounted to 2.6 percent of all the time.

The domestic-hours received the bulk of the Buena Park telecasts; it is not surprising therefore to note that Special Events ranks second after Domestic programs in these hours with 20.2 percent of the total air time.

Scarce among the domestic-hours were programs on News Reports (1.1 percent), Public Events (zero), and Public Issues (15 minutes, or 0.1 percent). Information programs (General) amounted to 2.3 percent, while Children's Information and Instruction programs were entirely lacking. In view of the fact that it would be in these hours that entertainment and instruction for the pre-school age child would find its most specialized audience, it is of interest to observe that in them there were a total of 15 minutes of such programs, or 0.1 percent. Likewise there were no Serious Music programs, nor even any Light Music programs. Religion, Fine Arts, and the Dance were also absent in these hours. There was a total of 30 minutes each (0.2 percent) of both programs on Personal Care and Personal Relations.

Children-hour programming. The chances of tuning in at random on a Children's Program during the children-hours were one out of three; that is to say, these programs amounted to 34.6 percent of total programming in those hours. The general class, Drama, stood second in size with 29.3 percent. It would be very misleading, however, to stop at this point in the analysis. Indeed, five-sevenths of the time classed as "Children's Programs" consisted of Drama (Children). The total of drama therefore in the children-hours was 54.9 percent of all program time. In these hours, Western Drama programmed for children amounted to 14.9 percent of total time, while Western Drama programmed for adults made up another 13.3 percent, so that Western Drama as a whole was 28.2 percent of all program time. Crime Drama as a

whole amounted to 5.2 percent (2.2 percent for children and 3.1 percent for adults). Action Drama as a whole constituted 4.3 percent (3.2 percent for adults and 1.1 percent for children). Drama of these three sub-classes (Western, Crime, and Action) therefore supplied 37.7 percent of total program time in the children-hours. There were no programs of Classical Drama, aimed either at children or adults in these hours. Nor were there any Fairy Tales for children.

The three types of programs--Drama, Variety, and Popular Music--are even more plentiful in the children-hours than in either of the other two principal time segments. They add up to 71.9 percent of all program time in these hours.

In view of the heavy saturation of the children-hours with these kinds of programs, it is obvious that many other classes in addition to the Classical drama, and Fairy Tales could only appear in small quantities. Thus, there were no Public Events programs, Public Issues programs were 0.9 percent, and News Reports were 2.8 percent. Information (General) amounted to 4.7 percent, while Information and Instruction (Children) were but 1.8 percent. There was no Science Information, and only 17 minutes (0.2 percent) of Pre-school entertainment. Despite the fact that the children-hours include all of Sunday up to 7 p.m., there was only 1.3 percent of the time (or 2 hours, 4 minutes) devoted to Religion. There were no programs on Personal Care, on Personal Relations, on Fine Arts, or on the Dance. Among the Domestic programs telecast in these hours (which in total amounted to only 5.6 percent of the children-hours), Shopping programs devoted to the display of merchandise and services outnumbered Cooking programs by a ratio of four to one (1.2 percent as against 0.3 percent).

The late-hour programming. The hours after 11 p.m. revealed remarkable similarity in programming to what had gone before. Like the domestic-hours, the late-hours had a high proportion of time devoted to the Special Events telecasts. The 19.3 percent of the late-hours given over to this kind of programming consisted mostly of Buena Park rebroadcasts by film. It also included almost three hours of a special fund-raising program for St. Joseph's hospital. Like the adult-hours, the

late-hours programs are dominated by Drama, Variety, and Popular Music. Drama (General) alone supplied 33.4 percent of all the time on the air. Variety amounted to 17.6 percent. Popular Music was 6.9 percent. Together these three types added up to 57.9 percent of the total time. If to them be added the Special Events telecasts, the great bulk of the late-hours, or 77.3 percent of them, have been accounted for.

Of all the Drama presented in the late-hours, Crime Drama stands in first place with 10.7 percent of the program time, followed by Comedy Drama, with 7.7 percent, and Action Drama, with 4.6 percent.

As in the case of both the adult-hours and the domestic-hours, the amount of time in the late-hours given over to certain types of programs was quite small. Information programs (General) amounted to 1.2 percent of the late-hours; Public Issues were 1.8 percent; there were no Public Event telecasts; and Public Institutional programs were 1.2 percent. News Reports were 6.1 percent. There was 2.1 percent of Religion. But there were no Serious or Light Music programs, no Classical Drama, no Personal Relations, no Fine Arts, no Dance. The reader may pursue this and other kinds of analysis in terms of individual station data by referring to Appendix A, Tables 2 - 9.

#### Sports Programs

Before leaving the analysis of the program fare available to Los Angeles TV-viewers, a brief description will be offered of one type of program which is the subject of considerable public discussion, namely, Sports. Over the full week, Sports programs aggregated 34 hours, 1 minute, which amounted to 5.4 percent of all the program time of the eight stations. Of the total of Sports programs, Sports News programs consisted of 4 hours, 49 minutes of news and interviews about sports of all kinds. The great bulk of the Sports program time--or 26 hours, 43 minutes, being more than 4 percent of all program time--was devoted to Spectator Sports. This time was allocated as in Table 6. All of the participant sports combined received only 149 minutes of program time.

The heaviest emphasis on Sports programs was in the adult-hours, when they received

Table 6.  
**Los Angeles TV Programming: Spectator Sports**

	Spectator Sports (minutes)
Wrestling (total)	719
Wrestling, by men	516
Wrestling, by women	98
Wrestling, workouts by men	105
Baseball	427
Boxing	198
Auto racing	198
Horse racing	31
Roller Derby	30
Total	1,603

10.8 percent of total program time. The children-hours, with 4.9 percent, and the late-hours with 3.4 percent follow in that order. The least Sports were in the domestic-hours (0.8 percent).

Over the full week, KTTV offered 16.6 percent of its program time in the form of Sports programs, heading the list. At the other extreme, KECA-TV, with 0.6 percent, telecast the smallest proportion. The proportions for each station of their total time (excluding Buena Park telecasts) are as follows:

Sports	
KTTV	16.6
KLAC-TV	10.6
KTLA	6.9
KNBH	5.7
KFMB	2.2
KTSL	1.7
KFI-TV	1.4
KECA-TV	0.6

#### Analysis of Effect of Disintegrating Mixed Types of Programs

Up to this point, the analysis of the kinds of TV programs has proceeded on the assumption that all programs per se are the subject of the analysis, and that it is significant to find out how large bulk such mixed types of programs as Quiz, Stunt, Contest, Variety, and Popular Music programs. It is also of interest, however, to inquire as to the kinds of programming which are mixed up within these heterogeneous program types. Thus, one could ascertain how much popular music, drama, etc. is covered by the time assigned



to Variety programs. Similarly one may re-distribute the time assigned to Popular Music programs to allocate to Variety the occasional variety acts to be found in a Popular Music program. After each of the mixed types of programs has thus been disintegrated, the whole program structure may be re-assembled. This operation was performed for all the Variety programs, children's as well as adults', for the Popular Music programs, and for the Quiz, Stunt and Contest programs, children's as well as adults'. In this way some 11,620 minutes were re-distributed, representing 31 percent of all of the program time during the week. Of this amount of time one third (being 3,993 minutes or 34 percent of the reassigned time) was in fact unassignable, being the introductory remarks of masters of ceremonies, and similar interstitial matter. The effect of this dis-integrative analysis is shown in Table 7 and Appendix A, Tables 10 A, 10 B, 10 C.

In summary, the results of the dis-integration of the mixed categories were as follows: The program class which showed the largest additional amount of time was Drama (General) which received 10 percent of the re-distributed time. The largest gainer among the sub-classes of Drama (General) was Comedy Drama which had an addition of 687 minutes, or 6 percent of the re-distributed time. Popular Music gained more than it lost from the re-distribution, coming out at the end with 644 minutes more than had originally been assigned to it, or 5 percent of the re-distributed time. Musical Drama (8 (g) ) also grew in size by 339 minutes, or 3 percent of the reassigned time. Religion gained 107 minutes, or 1 percent of the time re-allocated.

All of the dis-integrated classes other than Popular Music sustained net losses in their total time. The largest losing class was Variety (General) which lost 2,797 minutes or 24 percent of the redistributed time. Housewives' Variety lost the next largest share of the reallocated time, losing 2,436 minutes or 21 percent of the total. The remaining losses fell in the following order: Quiz, Stunts and Contests (General), Other Children's Variety, Teen-Age Variety, and Children's Quiz, Stunts and Contests.

It is now in order to raise the question whether as a result of the disintegration of the mixed program categories, the over-all picture

of Los Angeles TV programming as drawn from the earlier analysis is substantially changed. Do the categories (some of them very large mixed categories such as Variety, Quiz, Stunts and Contests, and Popular Music) which formerly appeared to dominate the TV programs recede to a less important position? Do the Information, and Public Issues types of programs assume larger proportions? Do Serious Music, Fine Arts, the Dance, and Classical Drama appear in significant quantities?

Even after the redistribution of the mixed categories Serious Music amounts to only 105 minutes, or 0.3 percent of total program time.<sup>1</sup> The Fine Arts class is still quite empty. The Dance is now represented by 2 minutes of an "Arabian ballet," being a number for four women and one man from the show "Lost in a Harem." Classical Drama either for adults or for children has not increased; the former standing at 137 minutes, the latter at zero.

Public Events programs remained unchanged by the distribution of the mixed program time; they still have 30 minutes for the week. Information (General) programs gain 41 minutes, but they still are only 2.7 percent of total time. The increase was in the category termed Other-Information with a demonstration of fire fighting in the armed forces (8 minutes), medical advice on asthma and nightmares (15 minutes), a representative of the Sheriff's office explaining the function of a handwriting expert in law enforcement (16 minutes) and an explanation of how TV shows are produced (2 minutes). Public Institutional programs increased by 36 minutes, but still stand at 1.7 percent of the total time. Enlarged by 63 minutes were Public Issues programs, all in class (3) (a). The total for these four classes was 5.3 percent before the redistribution; it is 5.6 percent afterwards. Information in the sense of News Reports

1. The additional 75 minutes include 3 minutes of Jascha Heifetz doing a staccato number; 3 minutes of an aria from an opera; 5 minutes of a Rachmaninoff piano selection; James Melton singing 3 minutes of "Pagliacci;" 3 minutes of a song from "The Barber of Seville;" 3 minutes of a Chopin waltz on the piano; 6 minutes of another Chopin selection on the piano; a 3 minute excerpt from "Tales of the Vienna Woods;" 3 minutes of a Chopin scherzo; a 4-minute aria from "The Barber of Seville;" and similar small units.

Table 7.  
Los Angeles TV Programming: Total program time by classes,  
before and after disintegration of mixed program classes

		Total Program Time			
		Before Disintegration		After Disintegration <sup>1</sup>	
		Minutes	Percent	Minutes	Percent
1	News	4566	12.18	4582	12.22
1 (a)	News reports	1050	2.80	1066	2.84
1 (b)	Special events and features	3516	9.38	3516	9.38
2	Weather	24	.06	24	.06
3	Public issues	393	1.05	456	1.22
3 (a)	Individual views	208	.55	271	.72
3 (b)	Discussion and debate	185	.49	185	.49
4	Public events	30	.08	30	.08
5	Public institutional programs	597	1.59	633	1.69
5 (a)	Expository	533	1.42	562	1.50
5 (b)	Dramatization	64	.17	71	.19
6	Information (General)	982	2.62	1023	2.73
6 (a)	Science	92	.24	92	.24
6 (b)	Travelogue	301	.80	301	.80
6 (c)	Other	589	1.57	630	1.69
7	Religion	222	.59	327	.87
8	Drama	9589	25.57	10696	28.52
8 (a)	Domestic	647	1.72	654	1.74
8 (b)	Crime	2858	7.62	2931	7.82
8 (c)	Western	2296	6.12	2345	6.25
8 (d)	Action	1081	2.88	1081	2.88
8 (e)	Comedy	1197	3.20	1826	4.86
8 (f)	Romance	1017	2.71	1017	2.71
8 (g)	Musical	237	.63	576	1.54
8 (h)	Classics	137	.36	137	.36
8 (i)	Other	119	.32	129	.34
9	Dance	--	--	2	.01
10	Music	2303	6.14	3132	8.53
10 (a)	Serious	30	.08	105	.28
10 (b)	Light	89	.24	199	.53
10 (c)	Popular	2184	5.82	2828	7.54
11	Fine arts	--	--	--	--
12	Variety	3651	9.74	854	2.28
13	Personalities	745	1.99	946	2.52
14	Quiz, stunts, contests	2325	6.20	1352	3.60
14 (a)	Experts, guests	551	1.47	--	--
14 (b)	Studio audience	974	2.60	--	--
14 (c)	Telephone	439	1.17	--	--
14 (d)	Amateur	361	.96	--	--
15	Sports	2041	5.44	2124	5.66
15 (a)	News, interviews	289	.77	372	.99
15 (b)	Spectator sports	1603	4.27	1603	4.27
15 (c)	Participant sports & recreations	149	.40	149	.40
16	Domestic	6166	16.44	3974	10.60
16 (a)	Cooking	1338	3.57	1338	3.57
16 (b)	Arts & crafts, & hobbies	288	.77	305	.79
16 (c)	Shopping & merchandise	758	2.02	758	2.02
16 (d)	Personal care	30	.08	73	.19
16 (e)	Personal relations	60	.16	60	.16
16 (f)	Housewives' variety	2650	7.07	214	.57
16 (g)	Housewives' music	968	2.58	968	2.58
16 (h)	Other	74	.20	258	.68
17	Children's programs	3867	0.31	3353	8.94
17 (a)	Information & instruction	204	.54	204	.54
17 (b)	Pre-school entertainment	32	.08	32	.08
17 (c)	Drama	2731	7.28	2815	7.51
17 (c)(1)	Crime	211	.56	211	.56
17 (c)(2)	Western	1613	4.30	1636	4.36
17 (c)(3)	Comedy	361	.96	405	1.08
17 (c)(4)	Adventure & historical	343	.91	343	.91
17 (c)(5)	Children's action	144	.38	144	.38
17 (c)(6)	Fairy tales	--	--	--	--
17 (c)(7)	Classics	--	--	--	--
17 (c)(8)	Other children's drama	59	.16	76	.20
17 (d)	Teen-age variety	247	.66	21	.06
17 (e)	Other variety	410	1.09	16	.04
17 (f)	Quiz, stunts & contests	153	.41	82	.22
17 (g)	Other children's programs	90	.24	183	.49
	Other	--	--	3993	10.65
Total		37501	100.00	37501	100.00

1. An analysis of these data by time segments of the week, which is comparable with Table 5 (a), (b) & (c) is presented in Appendix Table 2 (a), (b) & (c).

received an extra 16 minutes in the break-up of the mixed classes; it remains as before at 2.8 percent of total time on the air. No weather program time was added by the re-allocation. Religion, which formerly had been shown as having 0.6 percent of the total time, received an additional 105 minutes, placing its new total at almost 1 percent (0.9 percent).

It will be recalled that in the earlier analysis it was shown that about two-fifths of total program time was supplied in the form of Drama, Variety, and Popular Music, and that the addition of Quiz, Stunt and Contest pro-

grams, Sports programs, Personalities shows, and the Special Feature news programs accounted for more than four fifths of all program time (actually for 82.9 percent). After the redistribution of the mixed program time, the same classes (and the "Other" time derived from them in the analysis) account for 81.0 percent of total time on the air. It is clear that no perceptible shift in emphasis in programming is revealed when one reviews the small elements within the mixed program classes.



## Chapter IV

### Los Angeles TV Advertising

The purpose of the study was limited, so far as advertising goes, to ascertaining the answer to the "how much" question, rather than to questions such as "what kind," "how desirable, or undesirable." Advertising, as the term is used here, relates to commercial advertisements by stations on behalf of third parties; the announcements on behalf of charitable organization, and public agencies are dealt with later in this section as "public agency announcements." The latter, however, were small quantitatively, being only 7903 seconds in length whereas the total of commercial advertising was 397,803 seconds.

There are two ways of answering the question, "how much advertising was there on Los Angeles television?" depending on how one defines advertising. As is explained in Chapter V, this analysis has concerned itself with the "primary" advertisements which are separable from the program content, and "secondary" advertisements which are not. When both kinds are combined, the answer to the question appears as follows:

#### All Advertising – Primary and Secondary<sup>1</sup>

For all stations combined the total advertising equalled 17.7 percent of the total time on the air and 19.3 percent of the total excluding the Buena Park programs. Almost one minute in every five consisted of advertising matter. The station with the most advertising matter was KLAC-TV which led both in primary and in secondary advertising with an overall total of 26.0 percent. At the other extreme was KFI-TV, with 13.7 percent of its time on the air devoted to advertising material.<sup>2</sup> Table 8 summarizes the amount of primary and secondary advertising presented by each of the eight stations in the week during which monitoring was done.

1. "Primary" advertising is that timable type of advertising which employs both sound and sight simultaneously. "Secondary" advertising employs one or the other sense, or both in a manner not permitting ready segregation of advertising from non-advertising time.

2. KTLA devoted 14.9 percent of its time on the air exclusive of the Buena Park programming and 91.8 percent including Buena Park. To include this time would give results not comparable with other stations.

Table 8.  
Los Angeles TV Programming, May 23 – 29, 1951  
Total Primary and Secondary Advertising

Station	Primary Advertising (seconds)	Secondary Advertising <sup>a</sup> (seconds)	Total Advertising (seconds)	Percentage Advertising is of Total Time (%)	Total Time on air (seconds)
KTSL	26,719	11,100	37,819	15.51	243,900
KNBH	35,521	15,141	50,662	18.72	270,540
KTLA	20,046	9,915	29,961	14.89 <sup>b</sup>	306,600
KECA-TV	35,193	10,180	45,373	14.74	307,920
KFI-TV	15,806	6,240	22,046	13.69	161,040
KTTV	25,970	31,880	57,850	24.49 <sup>c</sup>	318,660
KLAC-TV	54,886	43,492	98,378	26.03	377,880
Total-7 stations	214,141	127,948	342,089	19.02 <sup>d</sup>	1,986,540
KFMB	50,701	5,013	55,714	21.14	263,520
Total-8 stations	264,842	132,961	397,803	19.29 <sup>e</sup>	2,250,060

a). See p. 29 for explanation

b). 9.77 percent including Buena Park programs

c). 18.15 percent including Buena Park programs

d). 17.22 percent including Buena Park programs

e). 17.68 percent including Buena Park programs



Table 9.

	Time on the Air (seconds)	Primary Advertising (seconds)	Secondary Advertising (seconds)	(seconds)	Total Advertising (percent of time on air)	Excluding Buena Park
Adult-hours	756,060	100,663	50,517	151,180	20.00	20.2
Domestic-hours	736,980	92,276	58,186	150,462	20.42	25.6
Children-hours	587,160	58,006	18,028	76,034	12.95	13.2
Late-hours	169,860	13,897	6,230	20,127	11.85	13.4
Total	2,250,060	264,842	132,961	397,803	17.68	19.3

The incidence of total advertising material was heaviest in the domestic-hours (from sign-on to 5 p.m., weekdays), when 20.4 percent of the total program time and 25.6 percent of the total excluding Buena Park programs consisted of advertising material. The concentration of advertising in the adult-hours (7 to 11 p.m., seven days) was almost as high, 20.0 percent (20.2 percent if Buena Park is excluded). In the children-hours (5 to 7 weekdays and sign-on to 7 Saturday and Sunday) 13.0 percent of the time was devoted to advertising (13.2 percent excluding Buena Park). And in the late hours (after 11 p.m.), 11.9 percent of the time consisted of advertising (or 13.4 percent, excluding Buena Park). The actual data are as shown in Table 9. Similar calculations may be performed for each of the stations, using the statistical data presented in Appendix A Tables 1 and 11, and Tables 27 and 28 of this Chapter.

### Primary Advertising

Primary advertising material occupied 73 hours, 34 minutes and 2 seconds, or 11.8 percent of all TV program time during the week (and 12.8 percent of the total excluding Buena

Park).<sup>1</sup> A summary of the amount of such advertising carried by the eight stations is presented in Table 10. There was substantially more advertising on the average weekday (a total of 11 hours, 50 minutes and 51 seconds of advertising) than on Saturday and Sunday (when it was between 6 and 7 hours). There were also sizable differences between the amounts of primary advertising carried by the several stations. KLAC-TV, for example, with its 15 hours of primary advertising, exceeded KTLA (the station operating all seven days which carried the least primary advertising) by 173 percent in sheer quantity of primary advertising.

1. These figures probably understate somewhat the actual number of hours consumed in primary advertising. This is indicated by the fact that duplicate but independent monitoring of two stations over a period of two days during the test week showed that each series of monitors failed to record occasional advertisements which the other series succeeded in timing. The independent totals on each day corresponded closely, with less than five percent discrepancy in each case, but on both days individual advertisements which were caught by one group of monitors were missed by the other. If these omissions had not occurred the total figure for timed advertising might have been as much as ten percent higher than that reported above.

Table 10.  
Los Angeles TV Programming, May 23-29, 1951  
Total Number and Length of Primary Advertisements

Station	Weekdays		Saturday		Sunday		Total	
	No.	Length (seconds)	No.	Length (seconds)	No.	Length (seconds)	No.	Length (seconds)
KTSL	402	22,664	28	1,705	39	2,350	469	26,719
KNBH	577	30,845	38	1,723	59	2,953	674	35,521
KTLA	252	12,831	59	3,428	63	3,787	374	20,046
KECA-TV	384	26,732	69	4,539	56	3,922	509	35,193
KFI-TV	246	15,806	--	--	--	--	246	15,806
KTTV	382	21,623	26	2,474	33	1,873	441	25,970
KLAC-TV	597	45,512	40	3,698	63	5,676	700	54,886
Total (7)	2840	176,013	260	17,567	313	20,561	3413	214,141
KFMB	526	37,246	110	7,094	102	6,361	738	50,701
Total (8)	3366	213,259	370	24,661	415	26,922	4151	264,842

Table 11.  
Primary Advertisement Time as Percent of Time on the Air

	Weekdays (percent)	Saturday (percent)	Sunday (percent)	Total (percent)
KTSL	11.6	7.4	9.1	11.0
KNBH	14.3	7.2	9.4	13.1
KTSLA	11.7 <sup>1</sup>	7.6 <sup>2</sup>	8.2	10.0 <sup>3</sup>
KECA-TV	12.3	9.7	8.9	11.4
KFI-TV	9.8	--	--	9.8
KTTV	12.2 <sup>4</sup>	10.3	5.3	11.0 <sup>5</sup>
KLAC-TV	16.4	7.8	10.4	14.5
Total (7)	13.0 <sup>6</sup>	8.2	8.7	11.9 <sup>7</sup>
KFMB	21.7	15.9	13.5	19.3
Total (8)	14.0 <sup>8</sup>	9.5	9.4	12.8 <sup>9</sup>

1. 6.1 percent including Buena Park programs
2. 7.1 percent including Buena Park programs
3. 6.5 percent including Buena Park programs
4. 8.3 percent including Buena Park programs
5. 8.2 percent including Buena Park programs

6. 11.0 percent including Buena Park programs
7. 10.8 percent including Buena Park programs
8. 12.4 percent including Buena Park programs
9. 11.8 percent including Buena Park programs

When the amount of primary advertising is considered against a backdrop of the varying lengths of time the stations were on the air, one measure of the extent to which their programs were interspersed with advertising material is available. The percentages which advertisement time bore to time on the air were as shown in Table 11. For the full week one finds the highest saturation on KFMB--with 19.3 percent. If one looks to the seven stations actually located in Los Angeles, the highest saturation was on KLAC-TV, with 14.5 percent. KFMB led all the stations on weekdays (with 21.7 percent), on Saturday (with 15.9 percent), and on Sunday (with 13.5 percent). Of the Los Angeles stations, KLAC-TV had the largest saturation of primary advertising on weekdays (with 16.4 percent), and on Sunday (with 10.4 percent), but KTTV surpassed it on Saturday (with 10.3 percent). The lowest saturation throughout the week was on KFI-TV with 9.8 percent. On weekdays KFI-TV had the least saturation (9.8 percent) but on Saturday KNBH with 7.2 percent and on Sunday KTTV (with 5.3 percent) were the lowest in this respect. A comparable analysis may be made for each of the time segments of the day throughout the week from the information presented in Appendix A Table 12 (a) and (b).

Thus far the analysis has dealt with the length of primary advertisements. They might also be counted as separate announcements. If they are, the following results appear (from

Table 10): Over the full week there were 4,151 primary commercial advertisements. The greatest incidence was on weekdays when there was an average of 673 per day, while on Saturday there were 370, and on Sunday, 415. Of all eight stations, KFMB had the largest number of such advertisements on Saturday and on Sunday, but KLAC-TV easily surpassed it on weekdays. Of the Los Angeles stations, on Saturday KECA-TV carried the largest number of such announcements, while on Sunday KTSLA and KLAC-TV were tied for first place. At the other extreme, KFI-TV overall had the smallest number of primary advertisements, as well as the smallest number on weekdays; on Saturday and on Sunday, KTTV stands at the bottom of the list.

Still another dimension of primary advertisements exists: namely the average length of advertisements. Stated in these terms, the evidence develops as in Table 12. Overall, the average length of primary advertisements was 64 seconds with weekday advertisements being slightly shorter than those on Saturday and on Sunday.<sup>1</sup> As between stations, KLAC-TV with 78.4 seconds showed the longest average primary advertisement. At the other extreme, KNBH's 52.7 seconds placed it

1. The average length of timed advertisements in this study is not comparable with the similar data in NAEB Study No. 1 on New York TV because in Los Angeles advertisements 3 minutes in length or longer outside of programs were counted as untimable programs. See Chapter V.

Table 12.  
Average Length of Advertisements

Station	Weekdays	Saturday (seconds per advertisement)	Sunday	Total
KTSL	56.4	60.9	60.3	57.0
KNBH	53.4	45.3	50.1	52.7
KTSLA	50.9	58.1	60.1	53.6
KECA-TV	69.6	65.8	70.0	69.1
KFI-TV	64.3	--	--	64.3
KTTV	56.6	95.2	56.8	58.9
KLAC-TV	76.2	92.4	90.1	78.4
Total (7)	62.0	67.6	65.7	62.7
KFMB	70.8	64.4	62.4	68.7
Total (8)	63.4	66.7	64.9	63.7

as having the shortest primary advertisements, on the average. The length of advertisement shifts considerably as between different days of the week, however. Thus, the longest average primary advertisement on weekdays was on KLAC-TV (with 76.2 seconds), on Saturday it was on KTTV (with 95.2 seconds), and on Sunday it was on KLAC-TV (with 90.1 seconds). The shortest averages were shown by KTSLA on weekdays (with 50.9 seconds), by KNBH on Saturday (with 45.3 seconds), and by KNBH on Sunday (with 50.1 seconds). Comparable analysis is possible for each of the time segments from Appendix Table 12 (a) and (b).

Without prolonging this analysis unduly, it may be of interest to look at the relation of advertisements to the program segments which were considered in Chapter III. The data broken down this way for all eight stations combined appear in Table 13.

The saturation of primary advertising was greatest in the adult and the domestic-hours, when more than one out of every seven minutes consisted in advertising. In the children-hours, it was one out of ten minutes. Inspection of the data on length of advertisements,

however, reveals that the greater saturation in the adult-hours was due to a heavy concentration of shorter advertisements; the average length of the primary commercial advertisements in those hours was 56 seconds, as compared with 75 for the late-hours, 74 for the domestic, and 64 for the children-hours.

#### Secondary Advertising

Secondary advertising material constituted 36 hours, 51 minutes and 1 second, or 6.4 percent of all TV program time during the week exclusive of Buena Park programs (5.9 of them are included). A summary of such advertising carried by the eight stations is offered in Table 14. There were large differences between stations both in the amount of secondary advertising, and the proportions which it bore to total time on the air. At the one extreme, 13.5 percent of KTTV's program time (other than Buena Park) consisted of secondary advertising material, while at the other extreme, 3.3 percent of KECA-TV's program time was similarly occupied.

It should be clearly understood that these figures reflecting the amount of secondary advertising matter, represent the difference

Table 13.  
Primary Advertisements

	Adult-Hours	Domestic-Hours	Children-Hours	Late-Hours
Total length of advertisements (in seconds)	100,663	92,276	58,006	13,897
Advertising as percent of time on the air				
Total time	13.31	12.52	9.88	8.18
Time excluding Buena Park	13.45	15.69	10.09	9.30
Number of advertisements	1,813	1,242	911	185
Average length of advertisements (in seconds)	55.5	74.3	63.7	75.1



Table 14.  
Los Angeles TV Programming, May 23 - 29, 1951  
Total Secondary Advertising, by Stations

Station	Total Time on the Air (seconds) (1)	Total Length of such Programs (minutes) (2)	Primary Advertising (seconds) (3)	Secondary Portions of such Programs Per cent of Time on Air	
				(seconds) (4)	(5)
KTSL	243,900	228	2,550	11,100	4.6
KNBH	270,540	291	2,319	15,141	5.6
KTLA	306,600	179	825	9,915	4.9 <sup>1</sup>
KECA-TV	307,920	216	2,780	10,180	3.3
KFI-TV	161,040	104	0	6,240	3.9
KTTV	318,660	626	5,310	31,880	13.5 <sup>2</sup>
KLAC-TV	377,880	923	11,702	43,492	11.5
Total (7)	1,986,540	2,567	25,486	127,948	7.1 <sup>3</sup>
KFMB	263,520	111	1,647	5,013	1.9
Total (8)	2,250,060	2,678	27,133	132,961	6.4 <sup>4</sup>

1. 3.2 percent including Buena Park programs
2. 10.0 percent including Buena Park programs
3. 6.4 percent including Buena Park programs
4. 5.9 percent including Buena Park programs

between the total length of these programs and their primary advertising content. The total length of these programs is shown in column 2 of Table 14. Many of these programs included some primary advertising. The total of such advertising is shown in column 3. Further development of this analysis will be most easily understood if the results are placed in methodological context.

The analysis of secondary advertising matter began with a sorting of the monitors' records to segregate the programs which had been reported as having some secondary advertising.<sup>1</sup> These record cards referred to a total of 5,453 minutes of program time, or 15 percent of all time on the air for the eight stations. The record cards for programs which showed some secondary advertising were then screened to isolate those programs in which secondary advertising occupied more than 50 percent of the time. It is these programs, which aggregate 2,678 minutes, or 7.1 percent of total program time, which are included in the analysis summarized above. The remaining "marginal" secondary advertising program time, totalling 2,775 minutes, or 7.4 percent of total program time, has been ignored in the analysis; i.e., these programs have been treated as if they contained no secondary advertising.

1. For further discussion of secondary advertising see Chapter V.

The secondary advertising programs were then further analyzed and were classified as either "intermixed" or "straight." The difference lay in whether the program material was apparently built solely around the sales message (in which case the program was called "straight" secondary), or in whether the program material was composed of dissimilar elements: e.g., some entertainment or information, and some advertising (in which case the program was called "intermixed" secondary). A summary of this analysis is presented in Table 15, where the totals of each kind of secondary advertising are shown for the several stations. It there appears that KLAC-TV carried the most intermixed secondary advertising, 37,846 seconds, or 10 percent of its total time on the air. The largest portion of straight secondary advertising appeared on KTTV, with 18,481 seconds, or 7.8 percent of its time on the air other than Buena Park programs. Two stations carried no straight secondary advertising: KTSL and KTLA, while one station, KFI-TV produced no intermixed secondary advertising programs.

It is of interest to note the distribution of secondary advertising throughout the week. Interpretation of these data is perhaps most significant as they relate to the time segments which have been employed throughout this report as is shown in Table 16. The heaviest saturation of secondary advertising is in the domestic-hours when 9.9 percent of the time



Table 15.  
**Los Angeles TV Programming, May 23 - 29, 1951**  
**Intermixed and Straight Secondary Advertising (by Stations)**

Station	Intermixed Secondary Advertising			Straight Secondary Advertising		
	Length of Programs (min.)	Primary Advertising (sec.)	Secondary Portion (sec.)	Length of Program (min.)	Primary Advertising (sec.)	Secondary Portion (sec.)
KTSL	228	2,550 <sup>1</sup>	11,100	0	0	0
KNBH	179	1,243	9,497	112	1,076	5,644
KTLA	179	825	9,915	0	0	0
KECA-TV	151	1,143	7,917	93	1,637	2,263
KFI-TV	0	0	0	104	0	6,240
KTTV	284	3,606 <sup>3</sup>	13,399	342	1,704 <sup>2</sup>	18,481
KLAC-TV	824	11,408 <sup>4</sup>	37,846	71	294	5,646
Total (7)	1,845	20,775	89,674	722	4,711	38,274
KFMB	105	1,647	4,653	6	0	360
Total (8)	1,950	22,422	94,327	728	4,711	38,634

1. Plus 30 seconds, Public Agency Announcements
2. Plus 30 seconds, Public Agency Announcements
3. Plus 330 seconds, Public Agency Announcements
4. Plus 186 seconds, Public Agency Announcements

on the air (excluding Buena Park) is devoted to this use. In the adult-hours, 6.7 percent of the program time is in secondary advertising. The children-hours show the least saturation, with 3.1 percent, while the late-hours run higher with 4.2 percent. Intermixed secondary advertising falls heaviest in the domestic-hours (with 7.6 percent of total time), while the straight secondary advertising material is heaviest after 11 p.m. in the late-hours, with 3.2 percent. The complete tabulation is presented in Table 17.

The question will arise, what is the relation of the secondary advertising programs to those Domestic programs which were classed as "Shopping and Merchandising"? Class

16 (c) totalled 758 minutes over the full week of which 621 minutes, or about four-fifths, was also classified as being secondary advertising programming. It is of interest to note that in the week monitored there were 137 minutes of shopping programs where the information was not particularized as to where to buy what for how much. Of the 621 minutes of Shopping programs classed as secondary, almost all were termed straight secondary; only 31 minutes were designated as intermixed secondary.

By far the greatest proportion, 77 percent, of the secondary advertising programs were not Shopping programs. As Table 18 shows, there were almost as many minutes of

Table 16.  
**Secondary Advertisements**

	Adult-Hours	Domestic-Hours	Children-Hours	Late-Hours
Intermixed secondary advertising (seconds)	34,450	44,775	14,302	800
Intermixed secondary advertising (% of time on air)	4.6	7.6 <sup>1</sup>	2.4	0.5
Straight secondary advertising (seconds)	16,067	13,411	3,726	5,430
Straight secondary advertising (% of time on air)	2.1	2.3 <sup>2</sup>	0.7	3.6 <sup>3</sup>
Total secondary advertising (seconds)	50,517	58,186	18,028	6,230
Total secondary advertising (% of time on air)	6.7	9.9 <sup>4</sup>	3.1	4.2 <sup>5</sup>

1. 6.1 percent including Buena Park programs
2. 1.8 percent including Buena Park programs
3. 3.2 percent including Buena Park programs
4. 7.9 percent including Buena Park programs
5. 3.7 percent including Buena Park programs

Table 17.  
**Los Angeles TV Programming, May 23 - 29, 1951**  
**Intermixed and Straight Secondary Advertising by Days of the Week and Time Segments (in Seconds)**

	Intermixed	Straight	Total
<b>Weekdays</b>			
Sign-on to 5	44,775	13,411	58,186
5 to 7 pm	12,887	2,160	15,047
7 to 11 pm	31,823	11,087	42,910
After 11 pm	- - -	3,030	3,030
<b>Total</b>	<b>89,485</b>	<b>29,688</b>	<b>119,173</b>
<b>Saturday</b>			
Sign-on to 7	1,415	- - -	1,415
7 to 11 pm	2,627	2,220	4,847
After 11 pm	- - -	720	720
<b>Total</b>	<b>4,042</b>	<b>2,940</b>	<b>6,982</b>
<b>Sunday</b>			
Sign-on to 7	- - -	1,566	1,566
7 to 11 pm	- - -	2,760	2,760
After 11 pm	800	1,680	2,480
<b>Total</b>	<b>800</b>	<b>6,006</b>	<b>6,806</b>
<b>Total</b>	<b>94,327</b>	<b>38,634</b>	<b>132,961</b>

secondary advertising programming in Quiz, Stunts and Contests (Class 14), as in 16 (c). Moreover, there were almost as many minutes of secondary advertising programming in Housewives' Music programs (Class 16 (g)) as there were in 16 (c). Other classes with appreciable quantities of secondary advertising programming were Serious Music (class 10 (a))--where the only program so classified in

the whole week was a secondary advertising program, Children's Westerns, and Spectator Sports.

The discussion of secondary advertising may well conclude with the presentation of the particulars concerning each of the programs classed as intermixed secondary--in Table 19, and of the programs classed as straight secondary--in Table 20.

Table 18.  
**Los Angeles TV Programming, May 23 - 29, 1951**  
**Programming with Secondary Advertising by Station and by Class of Program (Minutes)**

Program Class	KTSL	KNBH	KTLA	KECA-TV	KFI-TV	KTTV	KLAC-TV	Total	KEMB	Total
5A									16	16
6C						76		76		76
10A		30						30		30
12	45							45	28	73
13				31			16	47		47
14	121	119		30		255	31	556	61	617
14A	30	60		30		33	31	184	61	245
14B	91					160		251		251
14D		59				62		121		121
15							143	143		143
15A							39	39		39
15B							104	104		104
16		142		155	104	295	733	1429	6	1435
16A		30		90		29		149		149
16B						62		62		62
16C		112		65	104	204	130	615	6	621
16G							603	603		603
17	62		179					241		241
17 (C)(2)			179					179		179
17 (d)	62							62		62
<b>Total</b>	<b>228</b>	<b>291</b>	<b>179</b>	<b>216</b>	<b>104</b>	<b>626</b>	<b>923</b>	<b>2567</b>	<b>111</b>	<b>2678</b>

Table 19.  
Intermixed Secondary Advertising Programs

Class of Program	Title of Program and Time	Station	Comment	Length of Program (min.)	Primary Advertising (sec.)	Secondary Portion (sec.)
5A	People in the News (Mon. 7-11 p.m.)	KFMB	Prominent Studebaker sign on set	16	190	770
10A	Voice of Firestone (Mon. 7-11 p.m.)	KNBH	Firestone sign present throughout	30	160	1640
12	Garry Moore Show (Wed. bef. 5 p.m.)	KTSL	Sign & package for tea & coffee displayed	45	720	1980
	Garry Moore Show (Fri. bef. 5 p.m.)	KFMB	Packages and products displayed	28	895	785
13	Faye Emerson (Sun. after 11 p.m.)	KECA-TV	Use of product during program	16	160	800
	Faye Emerson (Fri. 5-7 p.m.)	KECA-TV	Ditto	15	105	795
	The Thrill of Your Life (Mon. 5-7)	KLAC-TV	Studebaker sign displayed	16	246	714
14A	Ronson 20 questions (Fri. 7-11 p.m.)	KECA-TV	Ronson sign always present	30	360	1440
	Batter up (Tues. 7-11 p.m.)	KTTV	Intermixed spiel plus signs	33	105	1875
	Leave it to the Girls (Mon. 7-11 p.m.)	KNBH	Regent sign and package always present	30	340	1460
	You Bet Your Life (Mon. 7-11 p.m.)	KNBH	De Soto Plymouth sign always present	30	190	1610
	Your Hope Chest (Fri. 7-11 p.m.)	KTSL	Intermixed spiel and product display	30	0	1800
	Hollywood Wedding Bells (Sat. 7-11 p.m.)	KLAC-TV	Ditto	31	710	1150
14B	Beat the Clock (Sat. 7-11 p.m.)	KTSL	Ditto and sign	30	323	1477
	Beat the Clock (Thurs. 7-11 p.m.)	KFMB	Ditto	32	237	1683
	Harry Mitchell Show (Sat. bef. 5)	KFMB	Sponsor's sign always displayed	29	325	1415
	What's the Name of that Song? (Thurs. 7-11 p.m.)	KTSL	Ditto	30	445 <sup>1</sup>	1325
	Queen for a Day (Thurs. 5-7 p.m.)	KTSL	Product sign always present	31	397	1463
	Thrifty Ladies Matinee (Fri. bef. 5)	KTTV	Ditto	35	315	1785
	Thrifty Ladies Matinee (Thurs. bef. 5)	KTTV	Ditto	30	476	1324
	Thrifty Ladies Matinee (Tues. bef. 5)	KTTV	Ditto	32	567	1353
	Thrifty Ladies Matinee (Wed. bef. 5)	KTTV	Ditto	30	442	1358
	Thrifty Ladies Matinee (Mon. bef. 5)	KTTV	Ditto	33	481	1499
14D	Ted Mack Original Amateur Hour (Tues. 7-11 p.m.)	KNBH	Ditto	59	318	3222
	Ada Leonard Search for Girls (Thurs. 7-11 p.m.)	KTTV	Ditto	62	570 <sup>2</sup>	3120
15A	Locker-room Interview - Wrestling (Fri. 7-11 p.m.)	KLAC-TV	intermixed spiel	17	230 <sup>3</sup>	730
	Locker-room Interview (Fri. 7-11 p.m.)	KLAC-TV	Product sign always present	10	395	205
	Inside Baseball (Tues. 7-11 p.m.)	KLAC-TV	Ditto	12	100	620
15B	Play Ball with Eastside (Tues. 7-11 p.m.)	KLAC-TV	Signs and spiel closely intermixed	104	607	5633
16A	Monty Margetts (Tues. bef. 5)	KNBH	Intermixed spiel	30	235	1565
	Adventures in Food (Fri. bef. 5)	KECA-TV	Ditto	90	518	4882
	Come into the Kitchen (Fri. bef. 5)	KTTV	Use of Product	29	655	1085

1. One 30-second Public Agency spot also counted  
2. One 30-second Public Agency spot also counted

3. One 60-second Public Agency spot also counted



Table 19 (cont.)  
Intermixed Secondary Advertising Programs

Class of Program	Title of Program and Time	Station	Comment	Length of Program (min.)	Primary Advertising (sec.)	Secondary Portion (sec.)
16C	Fishing's Fun (Thurs. 7-11 p.m.)	KLAC-TV	Signs present 80% of time	31	225	1635
16G	Joe Graydon (Mon. bef. 5)	KLAC-TV	Intermixed display and spiel	120	1861	5339
	Joe Graydon (Tues. bef. 5)	KLAC-TV	Ditto	120	1423	5777
	Joe Graydon (Wed. bef. 5)	KLAC-TV	Ditto	120	1662	5538
	Joe Graydon (Thurs. bef. 5)	KLAC-TV	Ditto	121	2460 <sup>4</sup>	4674
	Joe Graydon (Fri. bef. 5)	KLAC-TV	Ditto	122	1489	5831
17 (c)(2)	Cowboy Thrills (Wed. 5-7)	KTLA	Dogfood can hats worn by children in audience	59	215	3325
	Cowboy Thrills (Mon. 5-7)	KTLA	Ditto	59	248	3292
	Cowboy Thrills (Fri. 5-7)	KTLA	Ditto	61	362	3298
17 (d)	Hollywood Road to Fame (Fri. 7-11)	KTSL	Intermixed spiel; studio audience sings sponsor's message	62	665	3055

4. Two Public Agency spots also total 126 seconds

#### Public Agency Announcements

It is appropriate at this point to consider the attention devoted to announcements on behalf of public agencies although the term "advertising" has for convenience been appropriated to commercial advertising in this study. As appears from the following data, there were 134 public agency announcements, totaling 7,903 seconds, or less than 4/10ths of 1 percent of the time in the programs monitored on all eight stations. KTTV easily outstripped the other stations by itself presenting more than one third of the total amount of time given to these announcements by all the stations. At the other extreme, KTLA presented the fewest with the shortest amount of time. (see Table 21).

The public agency announcements telecast by all eight stations occupied 0.4 percent of their time on the air. For individual stations the weekly performance in this respect ranged from KTTV's 0.9 percent to KTLA's 0.04 percent. The data are presented in detail in Appendix A Table 13.

When the public agency announcements are classified according to content, the results are as shown in Table 22. In terms of numbers, the kind of public agency announcement which was telecast most often was the National Defense type, and next most popular were announcements on behalf of charitable institutions. KECA-TV supplied the largest number of the former, and KLAC-TV, the largest number of the latter.

Table 20  
**Los Angeles TV Programming, May 23 - 29, 1951**  
**Straight Secondary Advertising Programs**

Class of Program	Title of Program and Time	Station	Comment	Length of Program (min.)	Primary Advertising (sec.)	Secondary Portion (sec.)
6C	Inside Television (Sun. 7-11 p.m.)	KTTV	Products omnipresent	17	180	840
16B	Santa Anita Pottery (Fri. 7-11 p.m.)	KTTV	Ditto	59	50	3490
	Pet Exchange (Fri. 7-11 p.m.)	KTTV	Signs & packages always present & intermixed spiel	33	263	1717
	Carroll Righter, Astrologer (Tues. bef. 5)	KTTV	Astrologist's services displayed	15	130	770
	Carroll Righter, Astrologer (Mon. bef. 5)	KTTV	Ditto	14	45	790
16C	Homes for Sale (Fri. 7-11 p.m.)	KFI-TV	Continuous display of Houses'	30	0	1800
	Termite Control (Fri. 7-11 p.m.)	KFI-TV	Signs and display of service	31	0	1860
	Flight to London (Fri. after 11 p.m.)	KLAC-TV	Ditto	6	0	360
	Fishing Pals (Wed. 5-7 p.m.)	KFI-TV	Ditto	31	0	1860
	Floyd Allen (Mon. 5-7 p.m.)	KECA-TV	Ditto	5	0	300
	Food for Thought (Mon. bef. 5)	KNBH	Display of products	15	0	900
	Food for Thought (Tues. bef. 5)	KNBH	Ditto	20	0	1200
	Food for Thought (Wed. bef. 5)	KNBH	Ditto	15	0	900
	Food for Thought (Thurs. bef. 5)	KNBH	Ditto	17	0	1020
	Food for Thought (Fri. bef. 5)	KNBH	Ditto	15	0	900
	Bonus Bids (Tues. bef. 5)	KTTV	Ditto	59	1036	2504
	Hair Toiletries (Mon. 7-11 p.m.)	KFI-TV	Ditto	12	0	720
	Ditto (Tues. 7-11 p.m.)	KTTV	Ditto	6	0	360
	Reducing Tablets (Tues. after 11)	KFMB	Ditto	6	0	360
	Kitchen Gadgets (Tues. after 11)	KLAC-TV	Ditto	11	0	660
	Hair Toiletries (Wed. after 11)	KTTV	Ditto	11	0	660
	Television Sets (Thurs. 7-11 p.m.)	KTTV	Ditto	3	0	180
	Hair Toiletries (Thurs. after 11)	KTTV	Ditto	7	0 <sup>1</sup>	330
	Ditto (Fri. 7-11 p.m.)	KTTV	Ditto	16	0	960
	Kitchen Gadgets (Fri. after 11)	KLAC-TV	Ditto	11	0	660
	Ditto (Sat. after 11)	KLAC-TV	Ditto	12	0	720
	Hair Toiletries (Sat. 7-11)	KTTV	Ditto	37	0	2220
	Vitamins (Sun. 7-11)	KTTV	Ditto	32	0	1920
	Hair Toiletries (Sun. after 11)	KLAC-TV	Ditto	28	0	1680
	Paul Peirce (Wed. bef. 5)	KNBH	Demonstration of products	30	1076	724
	Your Home (Wed. bef. 5)	KECA-TV	Display of products	30	1387	413

1. One 90-second Public Agency spot was counted

Table 20 (cont.)  
**Los Angeles TV Programming, May 23 - 29, 1951**  
**Straight Secondary Advertising Programs**

Class of Program	Title of Program and Time	Station	Comment	Length of Program (min.)	Primary Advertising (sec.)	Secondary Portion (sec.)
16C	A House to Live In (Sun. bef. 7)	KLAC-TV	Display of products	31	294	1566
	Marg. McAdoo (Fri. bef. 5)	KECA-TV	Ditto	30	250	1550
	Classified Column (Mon. bef. 5)	KTTV	Ditto	33	0 <sup>2</sup>	1980

2. Two Public-Agency spots for 240 seconds

Table 21.  
**Total Number and Length of Public Agency Announcements**

Station	Weekdays		Saturday		Sunday		Total	
	No.	Length (sec.)	No.	Length (sec.)	No.	Length (sec.)	No.	Length (sec.)
KTSL	11	627	-	-	-	-	11	627
KNBH	14	585	-	-	1	18	15	603
KTLA	-	-	-	-	2	118	2	118
KECA-TV	23	497	3	246	-	-	26	743
KFI-TV	15	1,049	-	-	-	-	15	1,049
KTTV	22	2,738	-	-	-	-	22	2,738
KLAC-TV	25	1,464	-	-	6	76	31	1,540
Total (7)	110	6,960	3	246	9	212	122	7,418
KFMB	6	285	5	170	1	30	12	596
Total (8)	116	7,245	8	416	10	242	134	7,903

Table 22.  
**Public Agency Announcements by Class and Station**

	National Defense	Civilian Defense	Religion	Charitable institutions	Safety	"Freedom"	Misc.	Total
KTSL	1	3	1	4	-	-	2	11
KNBH	5	-	-	7	-	-	3	15
KTLA	-	-	-	-	1	-	1	2
KECA-TV	19	2	-	3	-	-	2	26
KFI-TV	8	1	1	5	-	-	-	15
KTTV	2	1	-	12	-	-	7	22
KLAC-TV	11	-	4	14	-	-	2	31
Total (7)	46	7	6	45	1	-	17	122
KFMB	6	-	-	1	-	-	5	12
Total (8)	52	7	6	46	1	-	22	134



## Chapter V

# Procedure and Concepts in Monitoring Los Angeles TV

The purpose of this study was to inventory Los Angeles television in a typical week in the winter season, 1950-51. To inventory Los Angeles television meant: (1) to obtain information adequate for classifying all program material telecast in the week; and (2) to identify and time all announcements made by the Los Angeles stations on behalf of other persons. To accomplish these objects required the collection of a vast quantity of detailed information and its processing. The collection of the information was performed by the two study-directors, assisted by a corps of monitors. This operation was performed by viewing all the TV programs broadcast from the seven Los Angeles TV stations and the one San Diego station in the week of May 23-29, 1951. While viewing these programs pre-determined kinds of information were recorded concerning the use by the stations of this program time. After the viewing phase was completed the information was processed. This in brief was the methodology of the study. It will be presented in more detail under three captions: administrative aspects of the monitoring; procedure and concepts in monitoring; and editing and tabulating.

### Monitoring - Administrative Aspects

The study was organized and administered jointly by its two directors. The viewing phase of the study was located at the Chateau Elysee, 5930 Franklin Avenue, Hollywood where there was a suite rented. In addition to a large livingroom, the suite provided sleeping quarters for the directors so that they could be present at all times while programs were being viewed. The facilities were selected in the light of optimum TV signal reception, being located on the side of the building facing the Los Angeles TV antennas on Mt. Wilson, and where air-line reception from station KFMB in San Diego would be possible.

Nine TV sets were rented--to be tuned to each of the eight stations and one extra to be used by the study directors as a roving monitor and as a standby in the event of equipment failure. (In fact there were no difficulties with the sets.) A roof-top antenna was installed and oriented to KFMB in order to provide optimum reception conditions for this San Diego station. The remaining sets operated satisfactorily with indoor antennas. The eight sets to be used by the monitors were equipped with headphones. An electric clock with a large face and sweep-second hand was rented from the Western Union Telegraph Company and installed in the livingroom where the sets were located, in plain view of the monitors. Stop-watches were supplied for all eight monitoring sets. The remaining physical preparations included the printing or mimeographing of supplies of the master cards, the special report forms to be used for certain classes of programs, and the monitors' instructions.

The selection of monitors received careful attention. Using a detailed personnel application form, approximately 90 candidates were interviewed from the ranks of graduate and advanced undergraduates at both the University of California at Los Angeles and the University of Southern California. Those from UCLA were graduate students in the Psychology of Communications course, and in the Theatre Arts Department, plus a small number of undergraduate Psychology and Theatre Arts majors. Interviews were also conducted with some eight professional interviewers recommended by a commercial research agency, which in turn was endorsed by psychologists at USC and Claremont Men's College. The purpose of recruiting these interviewers was to leaven the ranks of the student monitors with mature, experienced interviewers. At this point, the study directors selected as a supervisor Mr. Marvin Spiegelman, candidate

for the Ph.D in the Psychology of Communications at UCLA, then in the last stages of his doctoral work. Mr. Spiegelman has been specially trained in content analysis. With his assistance the candidates for the monitoring work were screened into three groups of which the best qualified group consisted of candidates who had, either by advanced education or experience or both, acquired competence in research in the field of radio, television or motion pictures. All of the monitors who were employed were drawn from this group.

When the selected candidates were notified of their appointments as monitors, they were called in for training. Meanwhile assignment schedules were prepared for the monitors' tours of duty. In preparing this schedule and in subsequently supervising the actual operation, care was exercised to provide a safety margin of available monitors over and above the number sitting before the sets. Most of the time during the study there was a substantial surplus of monitors so that frequent reliefs could be given to those actually performing the monitoring on the sets.

Four training sessions were conducted. All monitors attended at least one of these sessions, depending on their availability when the training sessions were held. At each of the sessions, both directors were present. In each session, the purpose and procedure of the study was explained in detail. Emphasis was placed on the directors' desire to obtain objective, scientific information of the kinds prescribed in the instructions, and of the undesirability of allowing personal opinions to color the reporting of the information. The instructions were distributed and read aloud. The master cards were distributed and explained. The special report forms and the tentative program classification schedules were distributed, explained and read aloud. Afterwards, the monitors were put to work, monitoring programs using the forms, the stop watches and the electric clock. Their performances were checked and criticized. At this point three or four of the monitors were weeded out because of indications that their performance might be unsatisfactory. Altogether a total of 40 monitors actually contributed to the monitoring.

In planning the administrative aspects of

the study, provision was made for monitors to operate in duplicate fashion in viewing the programs as a method of checking the reliability of the monitoring work. Two whole days of programming were thus monitored independently for two stations.

Having completed the preparatory work, the viewing was begun on the morning of Wednesday, May 23, when the first station went on the air. Monitoring continued without interruption from the receiving end until the last station went off the air on the night of May 29-30. During this period all program time was monitored under the personal, on-the-spot, supervision of the two directors. Figure 1 (p. 39) is a photograph of the study in progress, showing six of the sets in operation, the electric clock on the wall, and the two study directors standing beneath it, while Mr. Spiegelman stands beside a TV set. Figure 2 (p. 39) shows the monitoring room from the other end.

### Monitoring — Concepts and Procedure

Time is the essence of television. The key concepts in this study relate to time. One of them is this: all time when the station is on the air (not counting test-pattern broadcasts) must be credited to some program. In staking out this concept, the study directors were following the tradition of radio and television after it that the ostensible purpose of the service is to produce programs. For convenience the verbal fiction that a program has an opening "curtain" and a closing "curtain" is useful in understanding the methodology of the study. As far as program classification was concerned, the time between the program's two curtains must be counted, but so also must the time between the closing curtain of one program and the opening curtain of the next program. This period of time, termed a "station break," may have advertisements for commercial sponsors in it. It may also have "station plugs"—i.e. announcements and advertisements for future programs. It will very likely have the announcement of the station call letters. Whatever its content, the policy of this study was to credit such station break time to the program which preceded it. In doing so, of course, the time occupied by all spot announcements and station promotion in station breaks was added to the actual time when program





Fig. 1. View of monitoring operation Los Angeles TV.



Fig. 2. Second view of monitoring operation, Los Angeles TV.



content was being telecast. This results in over-stating the amount of all kinds of programming.

The second key concept in the study relates to time used for advertising. "Advertising" meant the time used by a station on behalf of commercial purposes other than its own. That is to say, the promotion of the station or its programs was not considered to be advertising; it was simply counted as programming time. A related concept to advertising was that of the "public agency announcement." This term refers to the time used by a station on behalf of noncommercial purposes other than its own. Typically, announcements in connection with the Armed Forces, the Heart Fund, Cancer Drives, etc. represent public agency announcements. The second key concept, then, was that all time used for advertising (or public agency announcements) must be counted, whether it be inside a program or outside (in a station break).

As far as the viewing and monitoring were concerned, these concepts were quite feasible, administratively. However, in the editing phase of the study, a seeming paradox presented itself when it was found that some "sales pitches" ran for as long as 28, 30, and even 37 minutes. These were in no sense "programs." Yet to credit their time to preceding bona fide programs would result in gross distortion. They had no content other than that of the pitchman displaying and hawking his wares. Sometimes they had no title other than the name of the product being hawked. The rule adopted was to count them as "Shopping and Merchandising," Class 16(c), a program class created originally for style shows, etc. This solved one problem but created another: when is a sales pitch a spot announcement and when is it a Shopping Program? This one was solved arbitrarily by determining that any sales message shorter than 3 minutes in length was a spot announcement and its time and that of other matter preceding it in the same station break should be credited to the preceding program. Where the sales message outside the program curtains was three minutes or longer, it was termed a Shopping program, and its time and that of subsequent spot announcements was credited to it as a program. For further explanation of the treatment of the advertising content of such programs, see

"secondary advertising," below.

The third key concept relates to the principle on which the entire program classification rests: namely that a program may be classified in accordance with the nature of its predominant elements. This means that where, as is often the case, a program contains two or more characteristics each of which would suggest placing it in different classifications, the decision in this study was made on the basis of the predominant element. And predominance in this sense refers to the proportion of time within the program occupied by the various elements and the emphasis given each. The same principle has governed the development of the structure of program classification. Where a program class appeared to contain heterogeneous kinds of programs, the directors have consistently sought to revise the classification scheme sufficiently so that like things could be placed together.

The function of the monitor was to do the following things, under supervision:

- (1) To time the program matter, to the minute, by the clock, and to record this and other aspects of the program in accordance with his instructions. The Monitor's Instructions are reproduced as Appendix B. These Instructions told him to fill in a master card for each program segment viewed. The Master Card is reproduced as Appendix C. As far as program content was concerned, the master card called for the following items, on its face: the time the program began and ended; the title of the program; an indication whether the program was film or live; and a recommendation as to a proper program classification for the program. The purpose of the latter requirement was less to obtain probative judgments than to direct the monitor's attention to the objective aspects of the program as to which the study directors desired information. The instructions directed the monitors to record on the back of the master card a full description of the form and content of the program. Monitors were supplied with a Tentative Program Classification (reproduced in Appendix D), and were asked to watch for and to record on the back of their master cards "...the presence or absence of elements in the program which would tend to place it in one rather than another of the classifications." They were advised that "where a program naturally

concerning the determination that an advertisement more than 3 minutes long, and outside of a program should be considered a Shopping Program.

At the conclusion of this phase of the editing process, the classifications assigned by the directors to every program were again reviewed, this time in the light of classifications assigned to similar kinds of programs, and to other telecasts of the same program (where the program was on a several-times-a-week basis). The purpose of this review was to force a justification for every program classification. In the course of this review different classifications were determined for different telecasts of the same program in some instances, while uniformity between classifications was achieved as between other comparable programs. Differences in classification were as desirable as uniformity, if justified; the function of this review was to make the classifications as rational as possible.

Program classification is a tender operation; and reasonable men may differ on certain decisions made in the course of it. The directors of this study believe, however, that their classification practice as embodied in the decisions made on the programs under review would be agreed to without question in all but a very few borderline cases, about which they too have some doubts.

In the course of these two reviews of the program classifications to be accorded the Los Angeles television programs a number of changes were made in the classification scheme which had been tentatively adopted at the beginning of the study. The final classification system is presented in Table 23. The changes were as follows:

**Class 1--News.** In New York there had been no "special event" telecasts. In Los Angeles, there were substantial quantities of time devoted to programs which did not fit into any of the tentative classifications. The many hours of remote-pick-up telecasts on the search for the Hull girl in Buena Park presented the problems sharply. Then too there were several hours of a fund-raising program for the benefit of a local hospital which could not properly be fitted into existing classifications. By analogy to the special feature stories of the newspapers, the decision was made to subdivide the News class into "News Reports,"

and "Special events and features," and to classify these special event programs under the latter heading.

**Class 7--Religion.** Although very little religious programming was observed in Los Angeles, the definition of this class was broadened to include "hymns."

**Class 8--Drama.**

**8 (b)--Crime.** Spy stories, of which a number were observed, were added to this category, being closely akin in detective, crime melodrama, mystery and horror stories.

**8 (d)--Action.** A new sub-class with this title was created to fit a substantial number of movie programs which emphasize action and adventure, but lack the "western" plot and setting, and in which other interests (the "love" interest, the mystery interest, etc.) are subordinate.

**Class 10--Music.** A species of popular music program aimed at the housewife and telecast during the daytime hours caused the creation of a new sub-class, "Housewives' Music," which was placed under the general heading "Domestic" and became class 16 (g). But for this decision, this type of program would have been classed as 10 (c) Popular Music.

**Class 12--Variety.** The distinction between vaudeville (or "formal variety") and informal variety, which had been evident in New York TV programming, did not appear applicable to Los Angeles television. These two sub-classes were therefore abolished and a more general definition for the broad class supplied.

**Class 14--Quiz, Stunts and Contests.**

**14 (d)--Talent.** This name was substituted for "amateur" in order to accommodate programs essentially similar to amateur contests but where the contestants do not profess to be amateurs and probably are not.

**Class 15--Sports.**

**15 (b)--Spectator Sports.** The definition was expanded to include such synthetic sports as "roller derbies" and "jalopy races."

**Class 16--Domestic.** Though the name is changed, the class is quite similar to the "Homemaking" class employed in the New York study. The change was the result of putting under 16 (b), "Arts, Crafts, and Hobbies" some programs whose appeal is primarily not to housewives as such, and by the inclusion in 16 (c) of many shopping programs aimed at



Table 23.

### Los Angeles Television: Program Classes

<u>Class</u>	<u>Title</u>	<u>Description</u>
1	News	
1 (a)	News reports	General news programs including all news reports except sports news. Specialized and extensive treatment of background of current news; other "feature" programs. These programs employ extensive remote or actuality film coverage.
1 (b)	Special events and features	
2	Weather	Reports and forecasts.
3	Public issues	
3 (a)	Individual views	Expressions of opinions in formal or informal talk or interview, with absence of debate.
3 (b)	Discussion and debate	Expression of different opinion and points of view.
4	Public events	Public ceremonies, assemblies, parades; sessions of official bodies, etc., reported extensively, not as part of a news program.
5	Public institutional programs	Programs demonstrating some aspect of the organization or activities, of such institutions as the Army, Navy, Cerebral Palsy drive, etc.
5 (a)	Expository	Factual description.
5 (b)	Dramatization	Dramatic re-enactment of some phase of the activity.
6	Information (General)	
6 (a)	Science	Must include some reference to or discussion of scientific principles. "Nature" film shorts are not included here.
6 (b)	Travelogue	The standard film short.
6 (c)	Other	Miscellaneous documentary material on nature, industry, technology, health, etc. Includes "institutional" advertising films produced by commercial organizations. Also instructional programs not specifically intended for women (class 16) or children (class 17).
7	Religion	Religious services, talks, dramatizations, hymns.
8	Drama	Fictional dramatization. Includes usually a complete story (or a segment of a continuing story). Dramatizations which are minor portions of programs which have predominantly other interests are excluded. No distinction is made between film and live productions.
8 (a)	Domestic	Includes drama concerned primarily with family relations and problems and television soap operas.
8 (b)	Crime	Crime melodrama, murder, spy, detective, mystery and horror stories.
8 (c)	Western	The standard cowboy melodrama.
8 (d)	Action	Adventure and action stories (lacking the western plot and setting) in which other interests than action are subordinate.
8 (e)	Comedy	Dramatic programs emphasizing comedy, including some serial programs closely related to the domestic drama class but with greater emphasis on comedy situations.
8 (f)	Romance	Including historical and other stories with a predominantly romantic theme.
8 (g)	Musical	Musical comedies and light opera.
8 (h)	Classics	Dramatic works that have become part of the permanent literature of the theatre; or films and plays based on classic novels or stories.
8 (i)	Other	
9	Dance	Presentation of dance as an independent art, as in theatre production of classical ballet, etc., where the predominant part of the program consists of dance. Dancing as a component in variety shows is included in class 12.
10	Music	Musical program included here are those in which music is the dominant element of the program other than Housewives' Music (class 16 (g)).
10 (a)	Serious	"Classical" music; the permanent literature of the concert hall.
10 (b)	Light	"Semi-classical," "dinner" music.
10 (c)	Popular	Current songs, dance music, "hillbilly" music.
11	Fine arts	Painting, sculpture, graphic arts, etc.
12	Variety	Any composite of singing, dancing, instrumental music, comedy skits, impersonations, magical tricks, acrobatics, etc., whether it be "formal" theatrical variety, or special television forms of variety lacking some of the characteristics of theatre presentations. It is distinguished from music (10 (c)) in that variety acts rather than music predominate, and from Housewives' programs (16 (f) and 16 (g)) in that special housewives interests are lacking or subordinate.



Table 23. (cont.)

<u>Class</u>	<u>Title</u>	<u>Description</u>
13	Personalities	Interviews of or conversations with or about celebrities, people "in the news," unusual occupations, etc. Also includes dramatizations of an individual's life problems in an ostensibly realistic manner and in conjunction with the appearance of the individual. The emphasis is on displaying the subject rather than on serious discussion.
14	Quiz, stunts, contests	Any program in which the basic activity is a social game or contest of wits or other talents or chance, with prizes or penalties for the performance (excluding sports).
14 (a)	Experts, guests	The contest or stunt occurs among a panel of "experts" or a group of invited guests.
14 (b)	Studio audience	The participants obviously are drawn from among the casual studio audience.
14 (c)	Telephone	The contestants are members of the home audience, reached by telephone.
14 (d)	Talent	Shows in which professional or nonprofessional entertainers compete for applause and/or assistance in their professional career.
15	Sports	Includes the major competitive team sports, field sports, and individual athletic skills and recreations.
15 (a)	News, interviews	News of the sports world; interviews or discussions on the subject of sports where these are not minor parts of another program. May include brief excerpts from films of sporting events.
15 (b)	Spectator sports	The major competitive sports; basketball, boxing, wrestling, track events, etc. Also includes such synthetic sports as "roller derbies," "jalopy races."
15 (c)	Participant sports and recreations	Including hunting, fishing, mountain climbing, etc.
16	Domestic	Programs intended primarily for women; addressed to their interests as housewives. Includes all "merchandising" programs.
16 (a)	Cooking	Cooking demonstrations, recipes, foods and their qualities, etc.
16 (b)	Arts and crafts and hobbies	Non-fictional programs having to do primarily with the household and its activities, including household hints, interior decoration, hobbies, pets and handicrafts.
16 (c)	Shopping and merchandising	Programs displaying or hawking merchandise or services, discussing fashions, the merits and uses of various products or services, giving advice on buying, etc. Includes "commercial pitches" longer than 3 minutes outside of titled programs. All advertising messages inside titled programs and all advertising messages three minutes or less in length outside titled programs are ignored in the program classification and the time devoted to such messages is counted in the classification given to the text of the program.
16 (d)	Personal care	Beauty, hairdressing, physical fitness, etc.
16 (e)	Personal relations	Discussion of marital problems, child care, manners, and etiquette, etc.
16 (f)	Housewives' variety	A special form of the variety show produced for housewives; with miscellaneous shopping information, cooking and style hints, personality interviews, etc., intermingled with variety acts.
16 (g)	Housewives' music	Music programs aimed at housewives. Programs placed in this class because of the context (behavior of the Master of Ceremonies, for example) or of a content including some cooking, recipes, etc., but with music the predominant interest.
16 (h)	Other	
17	Children's programs	All programs in any of the preceding classes, intended primarily for children, as indicated by specific content, advertisements, title or context. Time of broadcast was not relied on in classifying in this category.
17 (a)	Information and instruction	Programs intended to provide information and/or instruction in fields and activities of special interest to children.
17 (b)	Pre-school entertainment	Programs at the nursery-school level for the youngest children.
17 (c)	Drama	Includes usually a complete story (or a segment of a continuing story). Dramatizations which are minor portions of programs which have predominantly other interests are excluded.
17 (c)(1)	Crime	Crime melodrama, murder, spy, detective, mystery and horror stories.
17 (c)(2)	Western	Standard westerns, with or without live studio setting.
17 (c)(3)	Comedy	Includes programs with emphasis on comedy situations.
17 (c)(4)	Adventure and historical	Fantastic adventure and "historical" thrillers.
17 (c)(5)	Children's action	Adventure and action stories in which other interests are not predominant.
17 (c)(6)	Fairy tales	Tales and stories from folklore.
17 (c)(7)	Classics	Dramatic works that have become part of the permanent literature of the theatre; or films and plays based on classic movies or stories.
17 (c)(8)	Other children's drama	

Table 23. (cont.)

<u>Class</u>	<u>Title</u>	<u>Description</u>
17 (d)	Teen-age variety	Variety shows by or for teen-age children. Commonly contain sports interviews, deportment and clothing advice, music, dance, or amateur contests.
17 (e)	Other variety	Variety shows for children, especially younger children. Sometimes the children participate. Includes circus, clowns, acrobatics, vaudeville.
17 (f)	Quiz, stunts and contests	As in class 14, but with children as participants and intended for child audiences.
17 (g)	Other children's programs	

male or child members of the domestic establishment.

16 (b)--Arts, Crafts and Hobbies. This title was substituted for the closely similar subclass in the tentative classification, "Decorating, handicrafts and hobbies" to better express the content of the category as it was monitored in Los Angeles.

16 (c)--Shopping and Merchandising. The title now reflects the greater degree of aggressiveness in this type of program in Los Angeles TV than had been experienced in New York.

16 (g)--Housewives' Music. This new subclass was explained above under 10 (c).

Class 17--Children's Programs. One of the larger changes made in the New York classification practice appears at this point. In the New York study specific content, title, form of introduction, and time of broadcast were all considered in determining whether to place a program in this class or not. In Los Angeles a substantial amount of programming would have fallen into this category on the strength of the last of these elements--time of broadcast--alone, since these programs lacked the other elements. The decision was therefore taken to tighten up the definition by excluding time of broadcast as an element in determining a program to fall in class 17. It was at this point that some of the most troublesome borderline cases presented themselves. To illustrate the policy which was followed, a program called "Cartoon Theatre" was classed as 17 (c)(3) because it contained cartoons ("Felix the Cat," "Aesop's fables," etc.) which presumably were intended for children at 7:45 to 8:00 p.m., while some westerns and "Old Tyme Comedie" (with Mabel Normand and the Keystone Kops) telecast between 5 and 7 p.m. were placed in Drama, General (Class 8) because of the apparent absence of direct child appeal. In following this practice the directors hoped to achieve a conservative total for Children's Programs, especially Westerns. In the sub-

classes of Children's Programs, the thorough revision of the New York categories which was embodied in the tentative Los Angeles classification scheme was intended to accomplish two major objectives. One was to reduce the emphasis on formal categories. In New York there had been categories for "Puppets, and Marionettes," and "Cartoons." In the tentative Los Angeles scheme, such formal categories were taken out of the classifications which were left in more substantive terms. Information on the method of presentation (cartoons, etc.) was collected, however, in Los Angeles on the special form used for children's as well as adults' Drama. The other major objective of the revision was to bring the Children's Program categories more closely in line with those for adults. For this reason, the subclasses of children's drama programs (17 (c)) are for the most part parallel to the adult classifications. And as with the adult Drama, so in children's drama, the post-viewing review resulted in adding a new subclass, "Children's Action" drama, class 17 (c)(5).

### Secondary Advertising

The directors' review of the monitors' cards flagging programs as possibly containing "secondary advertising" raised new problems. That this may be true for station operators as well is indicated by press reports of the National Broadcasting's new program standards in which considerable pains are exercised to set forth the limits to which that company will permit sponsors to go in intermixing visual advertising matter with the entertainment or information content of the programs. The procedure followed in analyzing the "secondary" advertising programs in this study has been explained in some detail in Chapter IV. The directors overruled the monitors' judgments as to which were "secondary" advertising programs in more than half of the program time involved. The basis of this



decision was, again, the principle of the pre-dominant element. Where less than half of the time was occupied by secondary advertising matter, the programs were not so classed. The result of the decision is that there is an appreciable amount of "secondary" advertising in 7.1 percent of the total program time which is not reflected in the analysis of secondary advertising given in Chapter IV. In the course of the study of the secondary advertising programs, two new concepts were introduced. These were the concepts of secondary advertising programs being either "straight secondary" or "intermixed." Since these concepts verge on the program classification area, a word of further explanation is in order.

The "straight secondary" program is one where the central idea of the program is the sales message of the sponsor. It includes the "program" in which the pitchman spends upwards of 25 minutes advising the listener of the baleful consequences of failing to include in his diet a certain brand of vitamin. It also includes a program where for 31 minutes, by pictures, and by explanation, the viewer is told of the perils of termites, and the means for their extermination, with frequent mentions of the sponsor's products and service both by innuendo and explicit reference. It may also be a program which displays nothing but products, signs, etc. for a group of sponsors, and verbally extolls their merits and the attractiveness of their prices.

The "intermixed secondary" program is one where there are two central ideas: on the one hand some form of entertainment or information, and on the other hand, the merits of the sponsor's products or services.

#### **Live vs. Recorded Programs**

The editing for live versus recorded programming was restricted initially to drama programs: both Drama (General), and Drama (Children's). It will be recalled that by instructions, and by entries on the master cards and special report forms, the monitors had been asked to record this information. The directors then reviewed each of these program cards and determined whether to classify it as live or recorded. The distinction between motion picture film and kinescope film could probably have been made with a fair degree of reliability. Its significance as far as the viewer

was concerned, however, seemed nominal: in either event the program was not produced simultaneously by live actors, and its technical quality was inferior in either case to that of live programs. For this reason no effort was made to present a further breakdown of recorded film into kinescopings, and "film."

#### **Disintegration of Mixed Programs**

Some interest was expressed in connection with the New York study regarding the breakdown of the heterogeneous program categories into their constituent elements. The analysis of these programs is presented in Chapter III where it is referred to as the dis-integration of the "mixed" program categories. The categories selected for "dis-integration" were Popular Music (10(c)), Variety (General) (12), Quiz, Stunts and Contests (General) (14), the subclass, "Housewives' Variety" (16(c)), Teen-Age Variety (17(d)), Other Children's Variety (17(e)), and Children's Quiz, Stunts and Contests (17(f)). All of the cards in these program classes were reanalyzed, and the time represented by them was redistributed among the various existing program classes as if each element (or "act," or "stunt") in each of these programs were a separate program. When this had been done the time thus distributed to the several program classes was added to the time already in them (except of course for the classes being disintegrated), and the resulting tabulation, Table 7, was prepared. There remained in the disintegrated classes the residual amounts of time which could be classified strictly in no other categories. The new category "Other" appearing at the bottom of Table 7 contains the interstitial time consisting of the miscellaneous chit-chat by the Master of Ceremonies, his introductions of performers, and similar interludes between the acts, stunts, etc.

#### **Sustaining vs. Sponsored Programs**

Here, as in the case of the New York study, an effort was made to ascertain the extent of sponsored as against sustaining programming. But as in the case of the New York study, it was found that viewers in the position of the television public can hardly make such determinations. The profusion of advertisements usually presented at the end of one program and the beginning of another leaves doubt in



the viewer's mind as to when a program is in fact sustaining. The short program with two or more participating sponsors and the sustaining program with interruptions for spot announcements were not susceptible of differentiation in this study.

Lastly a word of explanation is called for concerning the tabulation policy as regards the San Diego station, KFMB, and the Buena Park programming. Station KFMB could not be received intelligibly all the time it was on the air during the week monitored, despite the fact that a monitor was kept stationed at the set all the time the station was scheduled to be on the air, and despite the fact that the set had been fitted with a roof-top antenna oriented to KFMB. The programming and advertising matter monitored for this station was therefore what could be effectively viewed under these conditions. It should not be understood

as representing total programming for the station, although it represents the great bulk of its program time. Because for some purposes it may be desirable to deal only with the programs telecast by the seven stations located in Los Angeles, alternative totals have been presented on the summary tables for these seven stations, although complete totals for all eight stations are offered for the purposes served by consideration of all of the programs available to Los Angeles viewers. As far as the Buena Park broadcasts were concerned, alternative tabulations were prepared for the summary tables in Chapter II which provide totals for the inclusion as well as the exclusion of these programs. The confusion likely to arise from discussion of them and the sheer bulk forbade the presentation of these and the more detailed analytical tables.

## Appendix A

Appendix A, Table 1  
**Los Angeles TV Programs, May 23 - 29, 1951**  
**Time on the Air, by Time Segments, by Stations**

	KTSL (min.)	KNBH (min.)	KTSLA <sup>1</sup> (min.)	KECA-TV (min.)	KFI-TV (min.)	KTTV (min.)	KLAC-TV (min.)	Total (7) (min.)	KFMB (min.)	Total (8) (min.)
<b>Weekdays</b>										
Sign-on										
to 5 p.m.	1096	1492	1374	1740	900	2098	2400	11100	1183	12283
5 - 7 p.m.	600	600	591	600	600	600	600	4191	525	4716
7 - 11 p.m.	1200	1200	1200	1200	1121	1200	1200	8321	960	9281
After 11 p.m.	355	296	368	75	63	421	407	1985	196	2181
<b>Total</b>	<b>3251</b>	<b>3588</b>	<b>3533</b>	<b>3615</b>	<b>2684</b>	<b>4319</b>	<b>4607</b>	<b>25597</b>	<b>2864</b>	<b>28461</b>
<b>Saturday</b>										
Sign on										
to 5 p.m.	40	--	388	279	--	--	313	1020	345	1365
5 - 7 p.m.	120	106	120	120	--	120	120	706	120	826
7 - 11 p.m.	224	240	240	240	--	240	240	1424	240	1664
After 11 p.m.	--	55	60	144	--	40	116	415	38	453
<b>Total</b>	<b>384</b>	<b>401</b>	<b>808</b>	<b>783</b>	<b>--</b>	<b>400</b>	<b>789</b>	<b>3565</b>	<b>743</b>	<b>4308</b>
<b>Sunday</b>										
Sign-on										
to 5 p.m.	71	120	360	335	--	255	510	1651	388	2039
5 - 7 p.m.	120	120	120	120	--	120	120	720	120	840
7 - 11 p.m.	239	240	240	240	--	217	240	1416	240	1656
After 11 p.m.	--	40	49	39	--	--	32	160	37	197
<b>Total</b>	<b>430</b>	<b>520</b>	<b>769</b>	<b>734</b>	<b>--</b>	<b>592</b>	<b>902</b>	<b>3947</b>	<b>785</b>	<b>4732</b>
<b>Total for Week</b>										
Sign-on										
to 5 p.m.	1207	1612	2122	2354	900	2353	3223	13771	1916	15687
5 - 7 p.m.	840	826	831	840	600	840	840	5617	765	6382
7 - 11 p.m.	1663	1680	1680	1680	1121	1657	1680	11161	1440	12601
After 11 p.m.	355	391	477	258	63	461	555	2560	271	2831
<b>Total</b>	<b>4065</b>	<b>4509</b>	<b>5110</b>	<b>5132</b>	<b>2684</b>	<b>5311</b>	<b>6298</b>	<b>33109</b>	<b>4392</b>	<b>37501</b>

1. Time devoted to Buena Park programs:

	KTSLA (min.)	KTTV (min.)	KNBH (min.)
<b>Weekdays</b>			
Sign-on to 5 p.m.	1365	1117	
5 - 7 p.m.	97	94	
7 - 11 p.m.	10	105	10
After 11 p.m.	228	58	
<b>Total</b>	<b>1700</b>	<b>1374</b>	<b>10</b>
<b>Saturdays</b>			
7 - 11 p.m.	3		
After 11 p.m.	54		
<b>Total</b>	<b>57</b>		
<b>Total</b>	<b>1757</b>	<b>1374</b>	<b>10</b>

Appendix A, Table 2 A  
**KTSL Program Time, May 23 - 29, 1951**  
**For Weekdays by Time Segments and by Class of Program**

Class		Sign-on to 5 p.m.		5 p.m. to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	--	--	--	--	73	6.08	7	1.97	80	2.46
1 (a)	News reports	--	--	--	--	73	6.08	7	1.97	80	2.46
1 (b)	Special events and features	--	--	--	--	--	--	--	--	--	--
2	Weather	--	--	--	--	--	--	--	--	--	--
3	Public issues	--	--	25	4.17	31	2.58	--	--	56	1.72
3 (a)	Individual views	--	--	25	4.17	--	--	--	--	25	.77
3 (b)	Discussion and debate	--	--	--	--	31	2.58	--	--	31	.95
4	Public events	--	--	--	--	--	--	--	--	--	--
5	Public institutional programs	59	5.38	15	2.50	59	4.92	--	--	133	4.09
5 (a)	Expository	59	5.38	15	2.50	--	--	--	--	74	2.28
5 (b)	Dramatization	--	--	--	--	59	4.92	--	--	59	1.81
6	Information (General)	67	6.11	11	1.83	29	2.42	--	--	107	3.29
6 (a)	Science	31	2.83	--	--	29	2.42	--	--	60	1.85
6 (b)	Travelogue	36	3.28	--	--	--	--	--	--	36	1.11
6 (c)	Other	--	--	11	1.83	--	--	--	--	11	.34
7	Religion	--	--	--	--	29	2.42	--	--	29	.89
8	Drama	132	12.04	30	5.00	360	30.00	135	38.03	657	20.21
8 (a)	Domestic	77	7.02	--	--	59	4.92	--	--	136	4.18
8 (b)	Crime	55	5.02	--	--	151	12.58	--	--	206	10.52
8 (c)	Western	--	--	30	5.00	30	2.50	--	--	60	1.85
8 (d)	Action	--	--	--	--	--	--	55	15.50	55	1.69
8 (e)	Comedy	--	--	--	--	30	2.50	80	22.54	110	3.38
8 (f)	Romance	--	--	--	--	90	7.50	--	--	90	2.77
8 (g)	Musical	--	--	--	--	--	--	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	85	7.75	5	.83	93	7.75	88	24.79	271	8.34
10 (a)	Serious	--	--	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--	--	--
10 (c)	Popular	85	7.75	5	.83	93	7.75	88	24.79	271	8.34
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	463	42.24	--	--	194	16.17	124	34.93	781	24.02
13	Personalities	146	13.32	--	--	61	5.08	--	--	207	6.37
14	Quiz, stunts, contests	30	2.74	60	10.00	179	14.92	1	.28	270	8.31
14 (a)	Experts, guests	--	--	60	10.00	29	2.42	1	.28	90	2.77
14 (b)	Studio audience	30	2.74	--	--	61	5.08	--	--	91	2.80
14 (c)	Telephone	--	--	--	--	29	2.42	--	--	29	.89
14 (d)	Amateur	--	--	--	--	60	5.00	--	--	60	1.85
15	Sports	10	.91	--	--	60	5.00	--	--	70	2.15
15 (a)	News, interviews	--	--	--	--	11	.92	--	--	11	.34
15 (b)	Spectator sports	--	--	--	--	49	4.08	--	--	49	1.51
15 (c)	Participant sports & re- creations	10	.91	--	--	--	--	--	--	10	.31
16	Domestic	104	9.49	--	--	--	--	--	--	104	3.20
16 (a)	Cooking	30	2.74	--	--	--	--	--	--	30	.92
16 (b)	Arts & crafts, & hobbies	13	1.18	--	--	--	--	--	--	13	.40
16 (c)	Shopping and merchandising	--	--	--	--	--	--	--	--	--	--
16 (d)	Personal care	--	--	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--	--	--
16 (g)	Housewives' music	61	5.56	--	--	--	--	--	--	61	1.88
16 (h)	Other	--	--	--	--	--	--	--	--	--	--
17	Children's programs	--	--	454	75.66	32	2.67	--	--	486	14.95
17 (a)	Information and instruction	--	--	--	--	--	--	--	--	--	--
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--	--	--
17 (c)	Drama	--	--	413	68.83	--	--	--	--	413	12.70
17 (c)(1)	Crime	--	--	68	11.33	--	--	--	--	68	2.09
17 (c)(2)	Western	--	--	331	55.16	--	--	--	--	331	10.18
17 (c)(3)	Comedy	--	--	14	2.33	--	--	--	--	14	.43
17 (c)(4)	Adventure and historical	--	--	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	30	5.00	32	2.67	--	--	62	1.91
17 (e)	Other variety	--	--	11	1.83	--	--	--	--	11	.34
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--	--	--
Total		1096	100	600	100	1200	100	355	100	3251	100



Appendix A, Table 2B.  
**KTSL Program Time, May 23-29, 1951**  
**For Saturday by Time Segments and by Class of Program**

Class	Title	Sign-on to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		(Min.)	(%)
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)		
1	News	--	--	--	--	--	--	--	--
1 (a)	News/reports	--	--	--	--	--	--	--	--
1 (b)	Special events and features	--	--	--	--	--	--	--	--
2	Weather	--	--	--	--	--	--	17	4.43
3	Public issues	17	10.63	--	--	--	--	17	4.43
3 (a)	Individual views	17	10.63	--	--	--	--	--	--
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--
4	Public events	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	--	--	--	--	--	--
5 (a)	Expository	--	--	--	--	--	--	--	--
5 (b)	Dramatization	--	--	--	--	--	--	10	2.60
6	Information (General	10	6.25	--	--	--	--	--	--
6 (a)	Science	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	--	--	--	--	10	2.60
6 (c)	Other	10	6.25	--	--	--	--	--	--
7	Religion	--	--	--	--	--	--	--	--
8	Drama	--	--	74	33.04	--	--	74	19.27
8 (a)	Domestic	--	--	--	--	--	--	--	--
8 (b)	Crime	--	--	74	33.04	--	--	74	19.27
8 (c)	Western	--	--	--	--	--	--	--	--
8 (d)	Action	--	--	--	--	--	--	--	--
8 (e)	Comedy	--	--	--	--	--	--	--	--
8 (f)	Romance	--	--	--	--	--	--	--	--
8 (g)	Musical	--	--	--	--	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--
10	Music	--	--	--	--	--	--	--	--
10 (a)	Serious	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--
10 (c)	Popular	--	--	--	--	--	--	--	--
11	Fine arts	--	--	--	--	--	--	--	--
12	Variety	--	--	90	40.18	--	--	90	23.44
13	Personalities	--	--	--	--	--	--	--	--
14	Quiz, stunts, contests	30	18.75	30	13.39	--	--	60	15.62
14 (a)	Experts, guests	30	18.75	--	--	--	--	30	7.81
14 (b)	Studio audience	--	--	30	13.39	--	--	30	7.81
14 (c)	Telephone	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	--	--	--	--
15	Sports	--	--	--	--	--	--	--	--
15 (a)	News, interviews	--	--	--	--	--	--	--	--
15 (b)	Spectator sports	--	--	--	--	--	--	--	--
15 (c)	Participant sports & recreations	--	--	--	--	--	--	--	--
16	Domestic	--	--	--	--	--	--	--	--
16 (a)	Cooking	--	--	--	--	--	--	--	--
16 (b)	Arts and crafts, and hobbies	--	--	--	--	--	--	--	--
16 (c)	Shopping and merchandising	--	--	--	--	--	--	--	--
16 (d)	Personal care	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--
16 (g)	Housewives' music	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	--	--	--	--	--	--
17	Children's programs	103	64.38	30	13.39	--	--	133	34.63
17 (a)	Information and instruction	--	--	--	--	--	--	--	--
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--
17 (c)	Drama	73	45.63	--	--	--	--	73	19.01
17 (c)(1)	Crime	--	--	--	--	--	--	--	--
17 (c)(2)	Western	65	40.63	--	--	--	--	65	16.93
17 (c)(3)	Comedy	8	5.00	--	--	--	--	8	2.08
17 (c)(4)	Adventure and historical	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	30	18.75	30	13.39	--	--	60	15.62
17 (e)	Other variety	--	--	--	--	--	--	--	--
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--
Total		160	100	224	100	--	--	384	100

Appendix A, Table 2C.

**KTSL Program Time, May 23 - 29, 1951**  
**For Sunday and Weekly Total by Time Segments and by Class of Program**

Class	Title	Sunday						Total-Sunday		Week	Total
		Sign-on to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.					
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	--	--	--	--	--	--	--	--	80	1.97
1 (a)	News reports	--	--	--	--	--	--	--	--	80	1.97
1 (b)	Special events and features	--	--	--	--	--	--	--	--	--	--
2	Weather	--	--	--	--	--	--	--	--	--	--
3	Public issues	--	--	--	--	--	--	--	--	73	1.80
3 (a)	Individual views	--	--	--	--	--	--	--	--	42	1.03
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--	31	.76
4	Public events	--	--	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	--	--	--	--	--	--	133	3.27
5 (a)	Expository	--	--	--	--	--	--	--	--	74	1.82
5 (b)	Dramatization	--	--	--	--	--	--	--	--	59	1.45
6	Information (General)	11	5.76	--	--	--	--	11	2.56	128	3.15
6 (a)	Science	--	--	--	--	--	--	--	--	60	1.48
6 (b)	Travelogue	--	--	--	--	--	--	--	--	36	.89
6 (c)	Other	11	5.76	--	--	--	--	11	2.56	32	.79
7	Religion	--	--	--	--	--	--	--	--	29	.71
8	Drama	119	62.30	30	12.55	--	--	149	34.65	880	21.65
8 (a)	Domestic	--	--	--	--	--	--	--	--	136	3.35
8 (b)	Crime	64	33.51	--	--	--	--	64	14.88	344	8.46
8 (c)	Western	--	--	--	--	--	--	--	--	60	1.48
8 (d)	Action	--	--	--	--	--	--	--	--	55	1.35
8 (e)	Comedy	--	--	30	12.55	--	--	30	6.98	140	3.44
8 (f)	Romance	55	28.80	--	--	--	--	55	12.79	145	3.57
8 (g)	Musical	--	--	--	--	--	--	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	--	--	30	12.55	--	--	30	6.98	301	7.40
10 (a)	Serious	--	--	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--	--	--
10 (c)	Popular	--	--	30	12.55	--	--	30	6.98	301	7.40
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	30	15.71	150	62.76	00	00	180	41.86	1051	25.85
13	Personalities	--	--	--	--	--	--	--	--	207	5.09
14	Quiz, stunts, contests	--	--	29	12.13	--	--	29	6.74	359	8.83
14 (a)	Experts, guests	--	--	29	12.13	--	--	29	6.74	149	3.67
14 (b)	Studio audience	--	--	--	--	--	--	--	--	121	2.98
14 (c)	Telephone	--	--	--	--	--	--	--	--	29	.71
14 (d)	Amateur	--	--	--	--	--	--	--	--	60	1.48
15	Sports	--	--	--	--	--	--	--	--	70	1.72
15 (a)	News, interviews	--	--	--	--	--	--	--	--	11	.27
15 (b)	Spectator sports	--	--	--	--	--	--	--	--	49	1.21
15 (c)	Participant sports & recreations	--	--	--	--	--	--	--	--	10	.25
16	Domestic	--	--	--	--	--	--	--	--	104	2.56
16 (a)	Cooking	--	--	--	--	--	--	--	--	30	.74
16 (b)	Arts & crafts, & hobbies	--	--	--	--	--	--	--	--	13	.32
16 (c)	Shopping and merchandising	--	--	--	--	--	--	--	--	--	--
16 (d)	Personal care	--	--	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--	--	--
16 (g)	Housewives' music	--	--	--	--	--	--	--	--	61	1.50
16 (h)	Other	--	--	--	--	--	--	--	--	--	--
17	Children's programs	31	16.23	--	--	--	--	31	7.21	650	15.99
17 (a)	Information and instruction	--	--	--	--	--	--	--	--	--	--
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--	--	--
17 (c)	Drama	--	--	--	--	--	--	--	--	486	11.96
17 (c)(1)	Crime	--	--	--	--	--	--	--	--	68	1.67
17 (c)(2)	Western	--	--	--	--	--	--	--	--	396	9.74
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--	22	.54
17 (c)(4)	Adventure and historical	--	--	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	31	16.23	--	--	--	--	31	7.21	153	3.76
17 (e)	Other variety	--	--	--	--	--	--	--	--	11	.27
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--	--	--
Total		191	100	239	100	--	--	430	100	4065	100

Appendix A, Table 3A.  
**KNBH Program Time, May 23 - 29, 1951**  
**For Weekdays by Time Segments and by Class of Program**

Class	Title	Sign-on to 5 p.m.		5 p.m. to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	6	.40	24	4.00	79	6.58	--	--	109	3.04
1 (a)	News reports	6	.40	24	4.00	69	5.74	--	--	99	2.76
1 (b)	Special events and features	--	--	--	--	10	.83	--	--	10	.28
2	Weather	--	--	--	--	24	2.00	--	--	24	.67
3	Public issues	15	1.00	--	--	--	--	--	--	15	.42
3 (a)	Individual views	15	1.00	--	--	--	--	--	--	15	.42
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--	--	--
4	Public events	--	--	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	--	--	27	2.25	--	--	27	.75
5 (a)	Expository	--	--	--	--	27	2.25	--	--	27	.75
5 (b)	Dramatization	--	--	--	--	--	--	--	--	--	--
6	Information (General)	105	7.03	19	3.16	32	2.66	--	--	156	4.35
6 (a)	Science	--	--	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	19	3.16	11	.91	--	--	30	.83
6 (c)	Other	105	7.03	--	--	21	1.75	--	--	126	3.51
7	Religion	--	--	--	--	--	--	--	--	--	--
8	Drama	--	--	--	--	205	17.08	--	--	205	5.71
8 (a)	Domestic	--	--	--	--	60	5.00	--	--	60	1.67
8 (b)	Crime	--	--	--	--	60	5.00	--	--	60	1.67
8 (c)	Western	--	--	--	--	30	2.50	--	--	30	.83
8 (d)	Action	--	--	--	--	--	--	--	--	--	--
8 (e)	Comedy	--	--	--	--	55	4.58	--	--	55	1.53
8 (f)	Romance	--	--	--	--	--	--	--	--	--	--
8 (g)	Musical	--	--	--	--	--	--	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	--	--	72	12.00	227	18.91	1	.34	300	8.36
10 (a)	Serious	--	--	--	--	30	2.50	--	--	30	.83
10 (b)	Light	--	--	14	2.33	16	1.33	--	--	30	.83
10 (c)	Popular	--	--	58	9.66	181	15.08	1	.34	240	6.69
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	215	14.40	--	--	241	20.08	295	99.66	751	20.93
13	Personalities	15	1.00	--	--	35	2.91	--	--	50	1.39
14	Quiz, stunts, contests	482	32.30	--	--	149	12.41	--	--	631	17.58
14 (a)	Experts, guests	--	--	--	--	60	5.00	--	--	60	1.67
14 (b)	Studio audience	482	32.30	--	--	30	2.50	--	--	512	14.27
14 (c)	Telephone	--	--	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	59	4.91	--	--	59	1.64
15	Sports	59	3.95	1	.16	151	12.58	--	--	211	5.88
15 (a)	News, interviews	--	--	--	--	45	3.75	--	--	45	1.25
15 (b)	Spectator sports	59	3.95	1	.16	106	8.83	--	--	166	4.62
15 (c)	Participant sports & recreations	--	--	--	--	--	--	--	--	--	--
16	Domestic	580	38.87	--	--	--	--	--	--	580	16.16
16 (a)	Cooking	306	20.50	--	--	--	--	--	--	306	8.53
16 (b)	Arts & crafts, & hobbies	--	--	--	--	--	--	--	--	--	--
16 (c)	Shopping and merchandising	112	7.50	--	--	--	--	--	--	112	3.12
16 (d)	Personal care	30	2.01	--	--	--	--	--	--	30	.83
16 (e)	Personal relations	--	--	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	119	7.97	--	--	--	--	--	--	119	3.32
16 (g)	Housewives' music	--	--	--	--	--	--	--	--	--	--
16 (h)	Other	13	.87	--	--	--	--	--	--	13	.36
17	Children's programs	15	1.00	484	80.66	30	2.50	--	--	529	14.74
17 (a)	Information and instruction	--	--	--	--	--	--	--	--	--	--
17 (b)	Pre-school entertainment	15	1.00	--	--	--	--	--	--	15	.42
17 (c)	Drama	--	--	392	65.33	30	2.50	--	--	422	11.76
17 (c)(1)	Crime	--	--	--	--	--	--	--	--	--	--
17 (c)(2)	Western	--	--	185	30.83	30	2.50	--	--	215	5.99
17 (c)(3)	Comedy	--	--	207	34.50	--	--	--	--	207	5.77
17 (c)(4)	Adventure and historical	--	--	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	--	--	--	--	--	--	--	--
17 (e)	Other variety	--	--	92	15.33	--	--	--	--	92	2.56
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--	--	--
Total		1492	100	600	100	1200	100	296	100	3588	100



Appendix A, Table 3B  
**KNBH Program Time, May 23 - 29, 1951**  
**For Saturday by Time Segments and by Class of Program**

		Sign-on to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	--	--	--	--	--	--	--	--
1 (a)	News reports	--	--	--	--	--	--	--	--
1 (b)	Special events and features	--	--	--	--	--	--	--	--
2	Weather	--	--	--	--	--	--	--	--
3	Public issues	--	--	--	--	--	--	--	--
3 (a)	Individual views	--	--	--	--	--	--	--	--
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--
4	Public events	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	--	--	--	--	--	--
5 (a)	Expository	--	--	--	--	--	--	--	--
5 (b)	Dramatization	--	--	--	--	--	--	--	--
6	Information (General)	--	--	--	--	--	--	--	--
6 (a)	Science	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	--	--	--	--	--	--
6 (c)	Other	--	--	--	--	--	--	--	--
7	Religion	--	--	--	--	--	--	--	--
8	Drama	59	55.66	61	25.42	55	100	175	43.64
8 (a)	Domestic	--	--	30	12.50	--	--	30	7.48
8 (b)	Crime	--	--	--	--	--	--	--	--
8 (c)	Western	--	--	--	--	--	--	--	--
8 (d)	Action	--	--	--	--	--	--	--	--
8 (e)	Comedy	59	55.66	1	.42	--	--	60	14.96
8 (f)	Romance	--	--	30	12.50	55	100	85	21.20
8 (g)	Musical	--	--	--	--	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--
10	Music	--	--	29	12.08	--	--	29	7.23
10 (a)	Serious	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--
10 (c)	Popular	--	--	29	12.08	--	--	29	7.23
11	Fine arts	--	--	--	--	--	--	--	--
12	Variety	--	--	150	62.50	--	--	150	37.41
13	Personalities	--	--	--	--	--	--	--	--
14	Quiz, stunts, contests	--	--	--	--	--	--	--	--
14 (a)	Experts, guests	--	--	--	--	--	--	--	--
14 (b)	Studio audience	--	--	--	--	--	--	--	--
14 (c)	Telephone	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	--	--	--	--
15	Sports	47	44.34	--	--	--	--	47	11.72
15 (a)	News, interviews	--	--	--	--	--	--	--	--
15 (b)	Spectator sports	47	44.34	--	--	--	--	47	11.72
15 (c)	Participant sports & recreations	--	--	--	--	--	--	--	--
16	Domestic	--	--	--	--	--	--	--	--
16 (a)	Cooking	--	--	--	--	--	--	--	--
16 (b)	Arts & crafts, & hobbies	--	--	--	--	--	--	--	--
16 (c)	Shopping & merchandising	--	--	--	--	--	--	--	--
16 (d)	Personal care	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--
16 (g)	Housewives' music	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	--	--	--	--	--	--
17	Children's programs	--	--	--	--	--	--	--	--
17 (a)	Information & instruction	--	--	--	--	--	--	--	--
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--
17 (c)	Drama	--	--	--	--	--	--	--	--
17 (c)(1)	Crime	--	--	--	--	--	--	--	--
17 (c)(2)	Western	--	--	--	--	--	--	--	--
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--
17 (c)(4)	Adventure & historical	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	--	--	--	--	--	--
17 (e)	Other variety	--	--	--	--	--	--	--	--
17 (f)	Quiz, stunts & contests	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--
Total		106	100	240	100	55	100	401	100

Appendix A, Table 3C.  
**KNBH Program Time, May 23 - 29, 1951**  
**For Sunday and Weekly Total by Time Segments and by Class of Program**

Class	Title	Sunday						Total-Sunday		Week Total	
		Sign-on to (Min.)	7 p.m. (%)	7 p.m. to 11 p.m. (Min.)	(%)	After 11 p.m. (Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	--	--	--	--	--	--	--	--	109	2.42
1 (a)	News reports	--	--	--	--	--	--	--	--	99	2.19
1 (b)	Special events and features	--	--	--	--	--	--	--	--	10	.22
2	Weather	--	--	--	--	--	--	--	--	24	.53
3	Public issues	--	--	30	12.50	--	--	30	5.77	45	1.00
3 (a)	Individual views	--	--	--	--	--	--	--	--	15	.33
3 (b)	Discussion and debate	--	--	30	12.50	--	--	30	5.77	30	.67
4	Public events	--	--	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	--	--	--	--	--	--	27	.60
5 (a)	Expository	--	--	--	--	--	--	--	--	--	--
5 (b)	Dramatization	--	--	--	--	--	--	--	--	--	--
6	Information (General)	30	12.50	--	--	--	--	30	5.77	186	4.12
6 (a)	Science	--	--	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	--	--	--	--	--	--	30	.67
6 (c)	Other	30	12.50	--	--	--	--	30	5.77	156	3.46
7	Religion	--	--	--	--	--	--	--	--	--	--
8	Drama	120	50.00	149	62.08	40	100	309	59.42	689	15.28
8 (a)	Domestic	--	--	--	--	--	--	--	--	90	2.00
8 (b)	Crime	--	--	89	37.08	40	100	129	24.81	189	4.19
8 (c)	Western	91	37.92	--	--	--	--	91	17.50	121	2.68
8 (d)	Action	--	--	--	--	--	--	--	--	--	--
8 (e)	Comedy	29	12.08	60	25.00	--	--	89	17.12	204	4.52
8 (f)	Romance	--	--	--	--	--	--	--	--	85	1.88
8 (g)	Musical	--	--	--	--	--	--	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	--	--	--	--	--	--	--	--	329	7.29
10 (a)	Serious	--	--	--	--	--	--	--	--	30	.67
10 (b)	Light	--	--	--	--	--	--	--	--	30	.67
10 (c)	Popular	--	--	--	--	--	--	--	--	269	5.96
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	--	--	31	12.92	--	--	31	5.96	932	20.66
13	Personalities	--	--	--	--	--	--	--	--	50	1.11
14	Quiz, stunts, contests	--	--	30	12.50	--	--	30	5.77	661	14.65
14 (a)	Experts, guests	--	--	--	--	--	--	--	--	60	1.33
14 (b)	Studio audience	--	--	30	12.50	--	--	30	5.77	542	12.02
14 (c)	Telephone	--	--	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	--	--	--	--	59	1.31
15	Sports	--	--	--	--	--	--	--	--	258	5.72
15 (a)	News, interviews	--	--	--	--	--	--	--	--	45	1.00
15 (b)	Spectator sports	--	--	--	--	--	--	--	--	213	4.72
15 (c)	Partidipant sports & recreations	--	--	--	--	--	--	--	--	--	--
16	Domestic	--	--	--	--	--	--	--	--	580	12.86
16 (a)	Cooking	--	--	--	--	--	--	--	--	306	6.78
16 (b)	Arts & crafts, & hobbies	--	--	--	--	--	--	--	--	--	--
16 (c)	Shopping and merchandising	--	--	--	--	--	--	--	--	112	2.48
16 (d)	Personal care	--	--	--	--	--	--	--	--	30	.67
16 (e)	Personal relations	--	--	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--	119	2.64
16 (g)	Housewives' music	--	--	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	--	--	--	--	--	--	13	.29
17	Children's program	90	37.50	--	--	--	--	90	17.31	619	13.72
17 (a)	Information and instruction	30	12.50	--	--	--	--	30	5.77	30	.67
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--	15	.33
17 (c)	Drama	--	--	--	--	--	--	--	--	422	9.36
17 (c)(1)	Crime	--	--	--	--	--	--	--	--	--	--
17 (c)(2)	Western	--	--	--	--	--	--	--	--	215	4.77
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--	207	4.59
17 (c)(4)	Adventure and historical	--	--	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	--	--	--	--	--	--	92	2.04
17 (e)	Other variety	--	--	--	--	--	--	--	--	--	--
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	60	11.54	60	1.33
17 (g)	Other children's programs	60	--	--	--	40	100	520	100	4509	100
Total		240	100	240	100	40	100	520	100	4509	100

Appendix A, Table 4A.  
**KTLA Program Time, May 23 - 29, 1951**  
**For Weekdays by Time Segments and by Class of Program**

Class	Title	Sign-on to 5 p.m.		5 p.m. to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	1374	100.00	131	22.16	93	7.75	260	70.64	1858	52.58
1 (a)	News reports	7	.50	34	5.75	83	6.91	34	9.23	158	4.47
1 (b)	Special events and features	1367	99.49	97	16.41	10	.83	226	61.41	1700	48.11
2	Weather	--	--	--	--	--	--	--	--	--	--
3	Public issues	--	--	--	--	14	1.16	50	13.58	64	1.81
3 (a)	Individual views	--	--	--	--	--	--	--	--	--	--
3 (b)	Discussion and debate	--	--	--	--	14	1.16	50	13.58	64	1.81
4	Public events	--	--	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	29	4.90	17	1.41	--	--	46	1.30
5 (a)	Expository	--	--	29	4.90	17	1.41	--	--	46	1.30
5 (b)	Dramatization	--	--	--	--	--	--	--	--	--	--
6	Information (General)	--	--	--	--	--	--	--	--	--	--
6 (a)	Science	--	--	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	--	--	--	--	--	--	--	--
6 (c)	Other	--	--	--	--	--	--	--	--	--	--
7	Religion	--	--	--	--	--	--	--	--	--	--
8	Drama	--	--	--	--	516	43.00	--	--	516	14.60
8 (a)	Domestic	--	--	--	--	--	--	--	--	--	--
8 (b)	Crime	--	--	--	--	320	26.66	--	--	320	9.05
8 (c)	Western	--	--	--	--	--	--	--	--	--	--
8 (d)	Action	--	--	--	--	78	6.50	--	--	78	2.20
8 (e)	Comedy	--	--	--	--	28	2.33	--	--	28	.79
8 (f)	Romance	--	--	--	--	--	--	--	--	--	--
8 (g)	Musical	--	--	--	--	90	7.49	--	--	90	2.54
8 (h)	Classics	--	--	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	--	--	--	--	28	2.33	32	8.70	60	1.70
10 (a)	Serious	--	--	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--	--	--
10 (c)	Popular	--	--	--	--	28	2.33	32	8.70	60	1.70
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	--	--	--	--	167	13.91	--	--	167	4.72
13	Personalities	--	--	--	--	14	1.16	--	--	14	.40
14	Quiz, stunts, contests	--	--	--	--	88	7.33	1	.27	89	2.51
14 (a)	Experts, guests	--	--	--	--	--	--	--	--	--	--
14 (b)	Studio audience	--	--	--	--	--	--	--	--	--	--
14 (c)	Telephone	--	--	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	88	7.33	1	.27	89	2.51
15	Sports	--	--	--	--	205	17.08	25	6.79	230	6.51
15 (a)	News, interviews	--	--	--	--	--	--	--	--	--	--
15 (b)	Spectator sports	--	--	--	--	148	12.33	16	4.34	164	4.64
15 (c)	Participant sports & recreations	--	--	--	--	57	4.74	9	2.44	66	1.86
16	Domestic	--	--	68	11.50	27	2.24	--	--	95	2.69
16 (a)	Cooking	--	--	--	--	--	--	--	--	--	--
16 (b)	Arts & crafts, & hobbies	--	--	68	11.50	12	1.00	--	--	80	2.26
16 (c)	Shopping and merchandising	--	--	--	--	15	1.24	--	--	15	.42
16 (d)	Personal care	--	--	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--	--	--
16 (g)	Housewives' music	--	--	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	--	--	--	--	--	--	--	--
17	Children's programs	--	--	363	61.41	31	2.58	--	--	394	11.15
17 (a)	Information and instruction	--	--	--	--	--	--	--	--	--	--
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--	--	--
17 (c)	Drama	--	--	363	61.41	31	2.58	--	--	394	11.15
17 (c)(1)	Crime	--	--	--	--	--	--	--	--	--	--
17 (c)(2)	Western	--	--	279	47.20	--	--	--	--	279	7.89
17 (c)(3)	Comedy	--	--	84	14.21	--	--	--	--	84	2.37
17 (c)(4)	Adventure and historical	--	--	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	31	2.58	--	--	31	.87
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	--	--	--	--	--	--	--	--
17 (e)	Other variety	--	--	--	--	--	--	--	--	--	--
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--	--	--
Total		1374	100	591	100	1200	100	368	100	3533	100



Appendix A, Table 4B.  
**KTLA Program Time, May 23 - 29, 1951**  
**For Saturday by Time Segments and by Class of Program**

Class	Title	Sign-on to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	--	--	3	1.25	60	100.00	63	7.79
1 (a)	News reports	--	--	--	--	6	10.00	6	.74
1 (b)	Special events and features	--	--	3	1.25	54	90.00	57	7.05
2	Weather	--	--	--	--	--	--	--	--
3	Public issues	--	--	--	--	--	--	--	--
3 (a)	Individual views	--	--	--	--	--	--	--	--
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--
4	Public events	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	--	--	--	--	--	--
5 (a)	Expository	--	--	--	--	--	--	--	--
5 (b)	Dramatization	--	--	--	--	--	--	--	--
6	Information (General)	--	--	--	--	--	--	--	--
6 (a)	Science	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	--	--	--	--	--	--
6 (c)	Other	--	--	--	--	--	--	--	--
7	Religion	--	--	--	--	--	--	--	--
8	Drama	162	31.88	81	33.74	--	--	243	30.07
8 (a)	Domestic	--	--	--	--	--	--	--	--
8 (b)	Crime	--	--	80	33.33	--	--	80	9.90
8 (c)	Western	58	11.41	--	--	--	--	58	7.18
8 (d)	Action	29	5.70	1	.41	--	--	30	3.71
8 (e)	Comedy	--	--	--	--	--	--	--	--
8 (f)	Romance	75	14.76	--	--	--	--	75	9.28
8 (g)	Musical	--	--	--	--	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--
10	Music	--	--	--	--	--	--	--	--
10 (a)	Serious	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--
10 (c)	Popular	--	--	--	--	--	--	--	--
11	Fine arts	--	--	--	--	--	--	--	--
12	Variety	--	--	66	27.50	--	--	66	8.17
13	Personalities	--	--	--	--	--	--	--	--
14	Quiz, stunts, contests	--	--	--	--	--	--	--	--
14 (a)	Experts, guests	--	--	--	--	--	--	--	--
14 (b)	Studio audience	--	--	--	--	--	--	--	--
14 (c)	Telephone	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	--	--	--	--
15	Sports	--	--	--	--	--	--	--	--
15 (a)	News, interviews	--	--	--	--	--	--	--	--
15 (b)	Spectator sports	--	--	--	--	--	--	--	--
15 (c)	Participant sports & recreations	--	--	--	--	--	--	--	--
16	Domestic	58	11.41	--	--	--	--	58	7.18
16 (a)	Cooking	28	5.51	--	--	--	--	28	3.46
16 (b)	Arts & crafts, & hobbies	30	5.90	--	--	--	--	30	3.71
16 (c)	Shopping and merchandising	--	--	--	--	--	--	--	--
16 (d)	Personal care	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--
16 (f)	Housewives variety	--	--	--	--	--	--	--	--
16 (g)	Housewives' music	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	--	--	--	--	--	--
17	Children's programs	288	56.70	90	37.50	--	--	378	46.78
17 (a)	Information & instruction	--	--	30	12.50	--	--	30	3.71
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--
17 (c)	Drama	288	56.70	60	25.00	--	--	348	43.07
17 (c)(1)	Crime	63	12.40	--	--	--	--	63	7.79
17 (c)(2)	Western	225	44.29	60	--	--	--	285	35.27
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--
17 (c)(4)	Adventure & historical	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	--	--	--	--	--	--
17 (e)	Other variety	--	--	--	--	--	--	--	--
17 (f)	Quiz, stunts & contests	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--
Total		508	100	240	100	60	100	808	100

Appendix A, Table 4C.  
**KTLA Program Time, May 23 - 29, 1951**  
**For Sunday and Weekly Total by Time Segments and by Class of Program.**

Class	Title	Sign-on to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total-Sunday		Week	Total
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)		
1	News	--	--	--	--	8	16.32	8	1.04	1929	37.75
1 (a)	News reports	--	--	--	--	8	16.32	8	1.04	172	3.36
1 (b)	Special events and features	--	--	--	--	--	--	--	--	1757	34.38
2	Weather	--	--	--	--	--	--	--	--	--	--
3	Public issues	--	--	--	--	--	--	--	--	64	1.25
3 (a)	Individual views	--	--	--	--	--	--	--	--	--	--
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--	64	1.25
4	Public events	--	--	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	--	--	--	--	--	--	46	.90
5 (a)	Expository	--	--	--	--	--	--	--	--	46	.90
5 (b)	Dramatization	--	--	--	--	--	--	--	--	--	--
6	Information (General)	--	--	21	8.75	35	71.43	56	7.28	56	1.09
6 (a)	Science	--	--	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	--	--	--	--	--	--	--	--
6 (c)	Other	--	--	21	8.75	35	71.43	56	7.28	56	1.09
7	Religion	--	--	--	--	6	12.24	6	.78	6	.12
8	Drama	273	56.87	120	50.00	--	--	393	51.10	1152	22.54
8 (a)	Domestic	--	--	--	--	--	--	--	--	--	--
8 (b)	Crime	68	14.16	--	--	--	--	68	8.84	468	9.16
8 (c)	Western	56	11.66	30	12.50	--	--	86	11.18	144	2.82
8 (d)	Action	68	14.16	--	--	--	--	68	8.84	176	3.44
8 (e)	Comedy	--	--	90	37.50	--	--	90	11.70	118	2.31
8 (f)	Romance	81	16.87	--	--	--	--	81	10.53	156	3.05
8 (g)	Musical	--	--	--	--	--	--	--	--	90	1.76
8 (h)	Classics	--	--	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	59	12.29	--	--	--	--	59	7.67	119	2.33
10 (a)	Serious	--	--	--	--	--	--	--	--	--	--
10 (b)	Light	59	12.29	--	--	--	--	59	7.67	59	1.15
10 (c)	Popular	--	--	--	--	--	--	--	--	60	1.17
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	--	--	61	25.41	--	--	61	7.93	294	5.75
13	Personalities	61	12.71	--	--	--	--	61	7.93	75	1.47
14	Quiz, stunts, contests	--	--	38	15.83	--	--	38	4.94	127	2.48
14 (a)	Experts, guests	--	--	38	15.83	--	--	38	4.94	38	.74
14 (b)	Studio audience	--	--	--	--	--	--	--	--	--	--
14 (c)	Telephone	--	--	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	--	--	--	--	89	1.74
15	Sports	--	--	--	--	--	--	--	--	230	4.50
15 (a)	News, interviews	--	--	--	--	--	--	--	--	--	--
15 (b)	Spectator sports	--	--	--	--	--	--	--	--	164	3.21
15 (c)	Participant sports & recreations	--	--	--	--	--	--	--	--	66	1.29
16	Domestic	--	--	--	--	--	--	--	--	153	3.00
16 (a)	Cooking	--	--	--	--	--	--	--	--	28	.55
16 (b)	Arts & crafts, & hobbies	--	--	--	--	--	--	--	--	110	2.15
16 (c)	Shopping and merchandising	--	--	--	--	--	--	--	--	15	.29
16 (d)	Personal care	--	--	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--	--	--
16 (g)	Housewives' music	--	--	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	--	--	--	--	--	--	--	--
17	Children's programs	87	18.12	--	--	--	--	87	11.31	859	16.81
17 (a)	Information and instruction	--	--	--	--	--	--	--	--	30	.58
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--	--	--
17 (c)	Drama	87	18.12	--	--	--	--	87	11.31	829	16.22
17 (c)(1)	Crime	--	--	--	--	--	--	--	--	63	1.23
17 (c)(2)	Western	--	--	--	--	--	--	--	--	564	11.03
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--	84	1.64
17 (c)(4)	Adventure and historical	20	4.16	--	--	--	--	20	2.60	20	.39
17 (c)(5)	Children's action	67	13.96	--	--	--	--	67	8.71	98	1.92
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	--	--	--	--	--	--	--	--
17 (e)	Other variety	--	--	--	--	--	--	--	--	--	--
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--	--	--
Total		480	100	240	100	49	100	769	100	5110	100

**KECA-TV Program Time, May 23 - 29, 1951**  
**For Weekdays by Time Segments and by Class of Program**

Class	Title	Sign-on to 5 p.m.		5 p.m. to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)		(%)
1	News	43	2.48	--	--	--	--	12	16.00	55	1.52
1 (a)	News reports	43	2.48	--	--	--	--	12	16.00	55	1.52
1 (b)	Special events and features	--	--	--	--	--	--	--	--	--	--
2	Weather	--	--	--	--	28	2.33	--	--	28	.77
3	Public issues	--	--	--	--	28	2.33	--	--	28	.77
3 (a)	Individual views	--	--	--	--	--	--	--	--	--	--
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--	--	--
4	Public events	--	--	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	--	--	--	--	--	--	--	--
5 (a)	Expository	--	--	--	--	--	--	--	--	--	--
5 (b)	Dramatization	--	--	--	--	--	--	--	--	--	--
6	Information (General)	4	.22	--	--	--	--	--	--	4	.11
6 (a)	Science	--	--	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	--	--	--	--	--	--	--	--
6 (c)	Other	4	.22	--	--	--	--	--	--	4	.11
7	Religion	--	--	--	--	--	--	--	--	--	--
8	Drama	322	18.51	31	5.17	660	55.00	--	--	1013	28.02
8 (a)	Domestic	--	--	31	5.17	90	7.50	--	--	121	3.34
8 (b)	Crime	--	--	--	--	313	26.08	--	--	313	8.65
8 (c)	Western	322	18.51	--	--	143	11.92	--	--	465	12.86
8 (d)	Action	--	--	--	--	25	2.08	--	--	25	.69
8 (e)	Comedy	--	--	--	--	--	--	--	--	--	--
8 (f)	Romance	--	--	--	--	--	--	--	--	--	--
8 (g)	Musical	--	--	--	--	30	2.50	--	--	30	.83
8 (h)	Classics	--	--	--	--	59	4.92	--	--	59	1.63
8 (i)	Other	--	--	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	495	28.45	366	61.00	122	10.16	30	40.00	1013	28.01
10 (a)	Serious	--	--	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--	--	--
10 (c)	Popular	495	28.45	366	61.00	122	10.16	30	40.00	1013	28.01
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	57	3.27	--	--	121	10.08	--	--	178	4.92
13	Personalities	--	--	60	10.00	32	2.67	30	40.00	122	3.37
14	Quiz, stunts, contests	--	--	--	--	177	14.75	3	4.00	180	4.97
14 (a)	Experts, guests	--	--	--	--	57	4.75	3	4.00	60	1.66
14 (b)	Studio audience	--	--	--	--	30	2.50	--	--	30	.83
14 (c)	Telephone	--	--	--	--	60	5.00	--	--	60	1.66
14 (d)	Amateur	--	--	--	--	30	2.50	--	--	30	.83
15	Sports	--	--	--	--	30	2.50	--	--	30	.83
15 (a)	News, interviews	--	--	--	--	--	--	--	--	--	--
15 (b)	Spectator sports	--	--	--	--	30	2.50	--	--	30	.83
15 (c)	Participant sports & recreations	--	--	--	--	--	--	--	--	--	--
16	Domestic	819	47.07	5	.83	--	--	--	--	824	22.79
16 (a)	Cooking	451	25.91	--	--	--	--	--	--	451	12.47
16 (b)	Arts & crafts, & hobbies	30	1.72	--	--	--	--	--	--	30	.83
16 (c)	Shopping and merchandising	90	5.17	5	.83	--	--	--	--	95	2.62
16 (d)	Personal care	--	--	--	--	--	--	--	--	--	--
16 (e)	Personal relations	30	1.72	--	--	--	--	--	--	30	.83
16 (f)	Housewives' variety	218	12.52	--	--	--	--	--	--	218	6.03
16 (g)	Housewives' music	--	--	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	--	--	--	--	--	--	--	--
17	Children's program	--	--	138	23.00	30	2.50	--	--	168	4.64
17 (a)	Information and instruction	--	--	--	--	--	--	--	--	--	--
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--	--	--
17 (c)	Drama	--	--	123	20.49	30	2.50	--	--	153	4.23
17 (c)(1)	Crime	--	--	--	--	--	--	--	--	--	--
17 (c)(2)	Western	--	--	--	--	30	2.50	--	--	30	.83
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--	--	--
17 (c)(4)	Adventure and historical	--	--	123	20.49	--	--	--	--	123	3.40
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	--	--	--	--	--	--	--	--
17 (e)	Other variety	--	--	15	2.50	--	--	--	--	15	.41
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--	--	--
Total		1740	100	600	100	1200	100	75	100	3615	100



Appendix A, Table 5B.

**KECA-TV Program Time, May 23 - 29, 1951**  
**For Saturday by Time Segments and by Class of Program**

Class	Title	Sign-on to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	12	3.00	--	--	--	--	12	1.53
1 (a)	News reports	12	3.00	--	--	--	--	12	1.53
1 (b)	Special events and features	--	--	--	--	--	--	--	--
2	Weather	--	--	--	--	--	--	--	--
3	Public issues	--	--	--	--	--	--	--	--
3 (a)	Individual views	--	--	--	--	--	--	--	--
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--
4	Public events	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	--	--	--	--	--	--
5 (a)	Expository	--	--	--	--	--	--	--	--
5 (b)	Dramatization	--	--	--	--	--	--	--	--
6	Information (General)	--	--	--	--	--	--	--	--
6 (a)	Science	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	--	--	--	--	--	--
6 (c)	Other	--	--	--	--	--	--	--	--
7	Religion	--	--	--	--	--	--	--	--
8	Drama	212	53.13	211	87.91	144	100	567	72.41
8 (a)	Domestic	--	--	31	12.91	--	--	31	3.96
8 (b)	Crime	31	7.77	71	29.58	78	54.17	180	6.26
8 (c)	Western	151	37.84	2	.83	66	45.83	219	11.24
8 (d)	Action	30	7.51	--	--	--	--	30	3.83
8 (e)	Comedy	--	--	--	--	--	--	--	--
8 (f)	Romance	--	--	--	--	--	--	--	--
8 (g)	Musical	--	--	--	--	--	--	--	--
8 (h)	Classics	--	--	107	44.58	--	--	107	13.68
8 (i)	Other	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--
10	Music	29	7.26	--	--	--	--	29	3.70
10 (a)	Serious	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--
10 (c)	Popular	29	7.26	--	--	--	--	29	3.70
11	Fine arts	--	--	--	--	--	--	--	--
12	Variety	16	4.00	--	--	--	--	16	2.04
13	Personalities	--	--	--	--	--	--	--	--
14	Quiz, stunts, contests	--	--	29	12.08	--	--	29	3.70
14 (a)	Experts, guests	--	--	29	12.08	--	--	29	3.70
14 (b)	Studio audience	--	--	--	--	--	--	--	--
14 (c)	Telephone	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	--	--	--	--
15	Sports	--	--	--	--	--	--	--	--
15 (a)	News, interviews	--	--	--	--	--	--	--	--
15 (b)	Spectator sports	--	--	--	--	--	--	--	--
15 (c)	Participant sports & recreations	--	--	--	--	--	--	--	--
16	Domestic	30	7.51	--	--	--	--	30	3.83
16 (a)	Cooking	--	--	--	--	--	--	--	--
16 (b)	Arts & crafts, & hobbies	--	--	--	--	--	--	--	--
16 (c)	Shopping & merchandising	30	7.51	--	--	--	--	30	3.83
16 (d)	Personal care	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--
16 (g)	Housewives' music	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	--	--	--	--	--	--
17	Children's programs	100	25.06	--	--	--	--	100	12.77
17 (a)	Information & instruction	15	3.76	--	--	--	--	15	1.91
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--
17 (c)	Drama	31	7.77	--	--	--	--	31	3.96
17 (c)(1)	Crime	--	--	--	--	--	--	--	--
17 (c)(2)	Western	--	--	--	--	--	--	--	--
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--
17 (c)(4)	Adventure & historical	31	7.77	--	--	--	--	31	3.96
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	54	13.53	--	--	--	--	54	6.89
17 (e)	Other variety	--	--	--	--	--	--	--	--
17 (f)	Quiz, stunts & contests	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--
Total		399	100	240	100	144	100	783	100

Appendix A, Table 6.  
**KFI-TV Program Time, May 23 - 29, 1951**  
**For Weekdays by Time Segments and by Class of Program**

Class	Title	Sign-on to 5 p.m.		5 p.m. to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	28	3.11	101	16.83	29	2.59	--	--	158	5.88
1 (a)	News reports	28	3.11	101	16.83	29	2.59	--	--	158	5.88
1 (b)	Special events and features	--	--	--	--	--	--	--	--	--	--
2	Weather	--	--	--	--	--	--	--	--	--	--
3	Public issues	--	--	--	--	--	--	--	--	--	--
3 (a)	Individual views	--	--	--	--	--	--	--	--	--	--
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--	--	--
4	Public events	--	--	--	--	--	--	--	--	--	--
5	Public institutional programs	50	5.55	17	2.83	--	--	--	--	67	2.49
5 (a)	Expository	50	5.55	12	1.99	--	--	--	--	62	2.31
5 (b)	Dramatization	--	--	5	.83	--	--	--	--	5	.18
6	Information (General)	107	11.88	257	42.83	--	--	--	--	364	13.56
6 (a)	Science	--	--	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	158	26.33	--	--	--	--	158	5.88
6 (c)	Other	107	11.88	99	16.49	--	--	--	--	206	7.67
7	Religion	--	--	--	--	--	--	--	--	--	--
8	Drama	677	75.22	176	29.34	651	58.07	63	100	1567	58.37
8 (a)	Domestic	--	--	--	--	--	--	--	--	--	--
8 (b)	Crime	347	38.55	32	5.33	145	12.93	--	--	524	19.52
8 (c)	Western	--	--	58	9.66	196	17.48	--	--	254	9.46
8 (d)	Action	196	21.77	33	5.50	139	12.40	--	--	368	13.71
8 (e)	Comedy	--	--	41	6.83	56	5.00	--	--	97	3.61
8 (f)	Romance	134	14.88	12	2.00	115	10.26	63	100	324	12.07
8 (g)	Musical	--	--	--	--	--	--	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	--	--	--	--	--	--	--	--	--	--
10 (a)	Serious	--	--	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--	--	--
10 (c)	Popular	--	--	--	--	--	--	--	--	--	--
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	--	--	--	--	--	--	--	--	--	--
13	Personalities	--	--	--	--	--	--	--	--	--	--
14	Quiz, stunts contests	--	--	--	--	13	1.16	--	--	13	.48
14 (a)	Experts, guests	--	--	--	--	320	28.54	--	--	320	11.92
14 (b)	Studio audience	--	--	--	--	--	--	--	--	--	--
14 (c)	Telephone	--	--	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	320	28.54	--	--	320	11.92
15	Sports	12	1.33	18	3.00	10	.89	--	--	40	1.49
15 (a)	News, interviews	12	1.33	18	3.00	--	--	--	--	30	1.12
15 (b)	Spectator sports	--	--	--	--	--	--	--	--	--	--
15 (c)	Participant sports & recreations	--	--	--	--	10	.89	--	--	10	.37
16	Domestic	16	1.77	31	5.17	73	6.51	--	--	120	4.47
16 (a)	Cooking	--	--	--	--	--	--	--	--	--	--
16 (b)	Arts and crafts, and hobbies	16	1.77	--	--	--	--	--	--	16	.60
16 (c)	Shopping and merchandising	--	--	31	5.17	73	6.51	--	--	104	3.87
16 (d)	Personal care	--	--	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--	--	--
16 (g)	Housewives' music	--	--	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	--	--	--	--	--	--	--	--
17	Children's programs	10	1.11	--	--	25	2.23	--	--	35	1.30
17 (a)	Information and instruction	--	--	--	--	--	--	--	--	--	--
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--	--	--
17 (c)	Drama	--	--	--	--	--	--	--	--	--	--
17 (c)(1)	Crime	--	--	--	--	25	2.23	--	--	35	1.30
17 (c)(2)	Western	--	--	--	--	--	--	--	--	--	--
17 (c)(3)	Comedy	10	1.11	--	--	25	2.23	--	--	35	1.30
17 (c)(4)	Adventure and historical	--	--	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	--	--	--	--	--	--	--	--
17 (e)	Other variety	--	--	--	--	--	--	--	--	--	--
17 (f)	Quiz stunts and contests	--	--	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--	--	--
Total		900	100	600	100	1121	100	63	100	2684	100

Appendix A, Table 7A.  
**KTTV Program Time, May 23 - 29, 1951**  
**For Weekdays by Time Segments and by Class of Program**

For Weekdays by Time Segments and Class											
Class	Title	Sign-on to 5 p.m. (Min.)	5 p.m. to 7 p.m. (%)	7 p.m. to 11 p.m. (Min.)	7 p.m. to 11 p.m. (%)	11 p.m. to 1 p.m. (Min.)	11 p.m. to 1 p.m. (%)	After 1 p.m. (Min.)	After 1 p.m. (%)	Total (Min.)	Total (%)
		1171	55.81	97	16.17	249	20.75	240	57.00	1757	40.67
1	News	54	2.57	3	.50	131	10.92	8	1.90	196	4.54
1 (a)	News reports	1117	53.24	94	15.67	118	9.83	232	55.10	1561	36.14
1 (b)	Special events	--	--	--	--	--	--	--	--	16	.37
2	Weather	--	--	--	--	16	1.33	--	--	16	.37
3	Public issues	--	--	--	--	16	1.33	--	--	--	--
3 (a)	Individual views	--	--	--	--	--	--	--	--	--	--
3 (b)	Discussion	--	--	--	--	--	--	--	--	58	1.34
4	Public events	--	--	--	--	--	--	--	--	58	1.34
5	Public institutional programs	58	2.76	--	--	--	--	--	--	--	--
5 (a)	Expository	58	2.76	--	--	--	--	--	--	59	1.37
5 (b)	Dramatization	--	--	--	--	59	4.92	--	--	--	--
6	Information (General)	--	--	--	--	--	--	--	--	--	--
6 (a)	Science	--	--	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	--	--	59	4.92	--	--	59	1.37
6 (c)	Other	--	--	--	--	--	--	--	--	--	--
7	Religion	--	--	--	--	88	7.33	--	--	373	8.63
8	Drama	285	13.58	--	--	--	--	--	--	--	--
8 (a)	Domestic	--	--	--	--	--	--	--	--	227	5.26
8 (b)	Crime	169	8.05	--	--	58	4.83	--	--	--	--
8 (c)	Western	--	--	--	--	--	--	--	--	59	1.37
8 (d)	Action	59	2.81	--	--	--	--	--	--	30	.69
8 (e)	Comedy	--	--	--	--	30	2.50	--	--	57	1.32
8 (f)	Romance	57	2.72	--	--	--	--	--	--	--	--
8 (g)	Musical	--	--	--	--	--	--	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	24	2.00	8	1.90	32	.74
10	Music	--	--	--	--	--	--	--	--	--	--
10 (a)	Serious	--	--	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	24	2.00	8	1.90	32	.74
10 (c)	Popular	--	--	--	--	--	--	--	--	--	--
11	Fine arts	--	--	--	--	159	13.25	64	15.20	223	5.16
12	Variety	--	--	3	.50	71	5.92	--	--	74	1.71
13	Personalities	--	--	16	2.67	126	10.50	30	7.13	316	7.32
14	Quiz, stunts, contests	144	6.86	--	--	64	5.33	--	--	64	1.48
14 (a)	Experts, guests	--	--	--	--	--	--	--	--	160	3.70
14 (b)	Studio audience	144	6.86	16	2.67	--	--	--	--	--	--
14 (c)	Telephone	--	--	--	--	62	5.17	30	7.13	92	2.13
14 (d)	Amateur	--	--	--	--	316	26.33	61	14.49	377	8.73
15	Sports	--	--	--	--	--	--	--	--	--	--
15 (a)	News, interviews	--	--	--	--	286	23.83	61	14.49	347	8.03
15 (b)	Spectator sports	--	--	--	--	30	25.00	--	--	30	.69
15 (c)	Participant sports & recreations	--	--	--	--	58	4.83	18	4.28	516	11.95
16	Domestic	440	20.97	--	--	--	--	--	--	79	1.83
16 (a)	Cooking	79	3.77	--	--	--	--	--	--	62	1.44
16 (b)	Arts & crafts, & hobbies	29	1.38	--	--	33	2.75	--	--	62	1.44
16 (c)	Shopping & merchandising	92	4.38	--	--	25	2.08	18	4.28	135	3.12
16 (d)	Personal care	--	--	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--	117	2.71
16 (f)	Housewives' variety	112	5.58	--	--	--	--	--	--	62	1.64
16 (g)	Housewives' music	62	2.95	--	--	--	--	--	--	61	1.41
16 (h)	Other	61	2.91	--	--	--	--	--	--	518	11.99
17	Children's programs	--	--	484	80.66	34	2.83	--	--	--	--
17 (a)	Information & instruction	--	--	--	--	--	--	--	--	--	--
17 (b)	Pre-school entertainment	--	--	353	58.83	2	.17	--	--	355	8.22
17 (c)	Drama	--	--	80	13.33	--	--	--	--	80	1.85
17 (c)(1)	Crime	--	--	176	29.33	--	--	--	--	176	4.07
17 (c)(2)	Western	--	--	--	--	--	--	--	--	--	--
17 (c)(3)	Comedy	--	--	97	16.17	2	.17	--	--	99	2.29
17 (c)(4)	Adventure & historical	--	--	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	131	21.83	--	--	--	--	131	3.03
17 (e)	Other variety	--	--	--	--	32	2.67	--	--	32	.74
17 (f)	Quiz, stunts & contests	--	--	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--	--	--
Total		2098	100	600	100	1200	100	421	100	4319	100



Appendix A, Table 7B.  
**KTTV Program Time, May 23 - 29, 1951**  
**For Saturday by Time Segments and by Class of Program**

Class	Title	Sign-on to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	--		5	2.08	30	75.00	35	8.75
1 (a)	News reports	--		5	2.08	30	75.00	35	8.75
1 (b)	Special events and features	--		--		--		--	
2	Weather	--		--		--		--	
3	Public issues	--		--		--		--	
3 (a)	Individual views	--		--		--		--	
3 (b)	Discussion and debate	--		--		--		--	
4	Public events	--		--		--		--	
5	Public institutional programs	--		24	10.00	--		24	6.00
5 (a)	Expository	--		24	10.00	--		24	6.00
5 (b)	Dramatization	--		--		--		--	
6	Information (General)	--		--		--		--	
6 (a)	Science	--		--		--		--	
6 (b)	Travelogue	--		--		--		--	
6 (c)	Other	--		--		--		--	
7	Religion	--		--		--		--	
8	Drama	--		90	37.50	--		90	22.50
8 (a)	Domestic	--		--		--		--	
8 (b)	Crime	--		--		--		--	
8 (c)	Western	--		--		--		--	
8 (d)	Action	--		--		--		--	
8 (e)	Comedy	--		--		--		--	
8 (f)	Romance	--		90	37.50	--		90	22.50
8 (g)	Musical	--		--		--		--	
8 (h)	Classics	--		--		--		--	
8 (i)	Other	--		--		--		--	
9	Dance	--		--		--		--	
10	Music	--		--		--		--	
10 (a)	Serious	--		--		--		--	
10 (b)	Light	--		--		--		--	
10 (c)	Popular	--		--		--		--	
11	Fine arts	--		--		--		--	
12	Variety	--		62	25.83	--		62	15.50
13	Personalities	--		--		--		--	
14	Quiz, stunts, contests	--		--		--		--	
14 (a)	Experts, guests	--		--		--		--	
14 (b)	Studio audience	--		--		--		--	
14 (c)	Telephone	--		--		--		--	
14 (d)	Amateur	--		--		--		--	
15	Sports	--		--		--		--	
15 (a)	News, interviews	--		--		--		--	
15 (b)	Spectator sports	--		--		--		--	
15 (c)	Participant sports and recreation	--		--		--		--	
16	Domestic	--		27	11.25	10	25.00	37	9.25
16 (a)	Cooking	--		--		--		--	
16 (b)	Arts & crafts, & hobbies	--		--		--		--	
16 (c)	Shopping and merchandising	--		27	11.25	10	25.00	37	9.25
16 (d)	Personal care	--		--		--		--	
16 (e)	Personal relations	--		--		--		--	
16 (f)	Housewives' variety	--		--		--		--	
16 (g)	Housewives' music	--		--		--		--	
16 (h)	Other	--		--		--		--	
17	Children's programs	120	100.00	32	13.33	--		152	38.00
17 (a)	Information & instruction	86	71.67	--		--		86	21.50
17 (b)	Pre-school entertainment	--	28.33	--		--		--	
17 (c)	Drama	34		32	13.33	--		66	16.50
17 (c)(1)	Crime	--		--		--		--	
17 (c)(2)	Western	34	28.33	32	13.33	--		66	16.50
17 (c)(3)	Comedy	--		--		--		--	
17 (c)(4)	Adventure and historical	--		--		--		--	
17 (c)(5)	Children's action	--		--		--		--	
17 (c)(6)	Fairy tales	--		--		--		--	
17 (c)(7)	Classics	--		--		--		--	
17 (c)(8)	Other children's drama	--		--		--		--	
17 (d)	Teen-age variety	--		--		--		--	
17 (e)	Other variety	--		--		--		--	
17 (f)	Quiz, stunts and contests	--		--		--		--	
17 (g)	Other children's programs	--		--		--		--	
Total		120	100	240	100	40	100	400	100

Appendix A, Table 8A.  
**KLAC-TV Program Time, May 23 - 29, 1951**  
**For Weekdays by Time Segments and by Class of Program**

Class	Title	Sign-on to 5 p.m.		5 p.m. to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	--	--	27	4.50	131	10.92	50	12.29	208	4.52
1 (a)	News reports	--	--	27	4.50	5	.42	18	4.42	50	1.09
1 (b)	Special events and features	--	--	--	--	126	10.50	32	7.86	158	3.43
2	Weather	--	--	--	--	--	--	--	--	--	--
3	Public Issues	--	--	--	--	29	2.42	--	--	29	.63
3 (a)	Individual views	--	--	--	--	29	2.42	--	--	29	.63
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--	--	--
4	Public events	--	--	--	--	30	2.50	--	--	30	.65
5	Public institutional programs	--	--	23	3.83	16	1.33	--	--	39	.85
5 (a)	Expository	--	--	23	3.83	16	1.33	--	--	39	.85
5 (b)	Dramatization	--	--	--	--	--	--	--	--	--	--
6	Information (General)	--	--	39	6.50	--	--	--	--	39	.85
6 (a)	Science	--	--	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	22	3.67	--	--	--	--	22	.48
6 (c)	Other	--	--	17	2.83	--	--	--	--	17	.37
7	Religion	--	--	--	--	--	--	--	--	--	--
8	Drama	--	--	308	51.33	171	14.25	317	77.89	796	17.27
8 (a)	Domestic	--	--	--	--	--	--	--	--	--	--
8 (b)	Crime	--	--	--	--	31	2.58	153	37.59	184	3.99
8 (c)	Western	--	--	308	51.33	--	--	--	--	308	8.85
8 (d)	Action	--	--	--	--	86	7.17	60	14.74	146	3.17
8 (e)	Comedy	--	--	--	--	54	4.50	104	25.55	158	3.43
8 (f)	Romance	--	--	--	--	--	--	--	--	--	--
8 (g)	Musical	--	--	--	--	--	--	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	--	--	--	--	122	10.17	--	--	122	2.65
10 (a)	Serious	--	--	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--	--	--
10 (c)	Popular	--	--	--	--	122	10.17	--	--	122	2.65
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	--	--	--	--	--	--	--	--	--	--
13	Personalities	--	--	45	7.50	17	1.42	--	--	62	1.35
14	Quiz, stunts, contests	--	--	--	--	--	--	--	--	--	--
14 (a)	Experts, guests	--	--	--	--	--	--	--	--	--	--
14 (b)	Studio audience	--	--	--	--	--	--	--	--	--	--
14 (c)	Telephone	--	--	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	--	--	--	--	--	--
15	Sports	--	--	--	--	518	43.16	12	2.95	530	11.50
15 (a)	News, interviews	--	--	--	--	86	7.17	10	2.46	96	2.08
15 (b)	Spectator sports	--	--	--	--	415	34.58	2	.49	417	9.05
15 (c)	Participant sports & recreations	--	--	--	--	17	1.42	--	--	17	.37
16	Domestic	2400	100	149	24.83	76	6.33	28	6.88	2653	57.57
16 (a)	Cooking	444	18.50	--	--	--	--	--	--	444	9.63
16 (b)	Arts & crafts, & hobbies	--	--	--	--	--	--	--	--	--	--
16 (c)	Shopping and merchandising	--	--	--	--	46	3.83	28	6.88	74	1.61
16 (d)	Personal care	--	--	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	30	2.50	--	--	30	.65
16 (f)	Housewives' variety	1353	56.37	149	24.83	--	--	--	--	1502	32.59
16 (g)	Housewives' music	603	25.12	--	--	--	--	--	--	603	13.09
16 (h)	Other	--	--	--	--	--	--	--	--	--	--
17	Children's programs	--	--	9	1.50	90	7.50	--	--	99	2.15
17 (a)	Information and instruction	--	--	9	1.50	--	--	--	--	9	.20
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--	--	--
17 (c)	Drama	--	--	--	--	--	--	--	--	--	--
17 (c)(1)	Crime	--	--	--	--	--	--	--	--	--	--
17 (c)(2)	Western	--	--	--	--	--	--	--	--	--	--
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--	--	--
17 (c)(4)	Adventure and historical	--	--	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	--	--	30	2.50	--	--	30	.65
17 (e)	Other variety	--	--	--	--	--	--	--	--	--	--
17 (f)	Quiz, stunts and contests	--	--	--	--	60	5.00	--	--	60	1.30
17 (g)	Other children's programs	--	--	--	--	--	--	--	--	--	--
Total		2400	100	600	100	1200	100	407	100	4607	100

Appendix A, Table 8B.  
**KLAC-TV Program Time, May 23 - 29, 1951**  
**For Saturday Time Segments and by Class of Programs**

Class	Title	Sign-on to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	--	--	3	1.25	6	5.17	9	1.14
1 (a)	News reports	--	--	3	1.25	6	5.17	9	1.14
1 (b)	Special events and features	--	--	--	--	--	--	--	--
2	Weather	--	--	--	--	--	--	--	--
3	Public issues	--	--	--	--	--	--	--	--
3 (a)	Individual views	--	--	--	--	--	--	--	--
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--
4	Public events	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	--	--	--	--	--	--
5 (a)	Expository	--	--	--	--	--	--	--	--
5 (b)	Dramatization	--	--	--	--	--	--	--	--
6	Information (General)	--	--	--	--	--	--	--	--
6 (a)	Science	--	--	--	--	--	--	--	--
6 (b)	Travelogue	--	--	--	--	--	--	--	--
6 (c)	Other	--	--	--	--	--	--	--	--
7	Religion	--	--	--	--	--	--	--	--
8	Drama	374	86.27	146	60.83	98	84.48	618	78.32
8 (a)	Domestic	.69	15.93	--	--	82	70.69	151	19.14
8 (b)	Crime	--	--	--	--	--	--	132	16.73
8 (c)	Western	132	30.48	--	--	--	--	126	15.97
8 (d)	Action	53	12.24	57	23.75	16	13.79	62	7.86
8 (e)	Comedy	62	14.32	--	--	--	--	--	--
8 (f)	Romance	--	--	--	--	--	--	147	18.63
8 (g)	Musical	58	13.39	89	37.08	--	--	--	--
8 (h)	Classics	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--
10	Music	--	--	--	--	--	--	--	--
10 (a)	Serious	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--
10 (c)	Popular	--	--	--	--	--	--	--	--
11	Fine arts	--	--	60	25.00	--	--	60	7.60
12	Variety	--	--	--	--	--	--	--	--
13	Personalities	--	--	31	12.92	--	--	31	3.93
14	Quiz, stunts, contest	--	--	31	12.92	--	--	31	3.93
14 (a)	Experts, guests	--	--	--	--	--	--	--	--
14 (b)	Studio audience	--	--	--	--	--	--	--	--
14 (c)	Telephone	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	--	--	--	--
15	Sports	--	--	--	--	--	--	--	--
15 (a)	News, interviews	--	--	--	--	--	--	--	--
15 (b)	Spectator sports	--	--	--	--	--	--	--	--
15 (c)	Participant sports & recreations	--	--	--	--	12	10.34	12	1.52
16	Domestic	--	--	--	--	--	--	--	--
16 (a)	Cooking	--	--	--	--	--	--	--	--
16 (b)	Arts & crafts, and hobbies	--	--	--	--	12	10.34	12	1.52
16 (c)	Shopping and merchandising	--	--	--	--	--	--	--	--
16 (d)	Personal care	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--
16 (g)	Housewives' music	--	--	--	--	--	--	--	--
16 (h)	Other	--	--	--	--	--	--	59	7.48
17	Children's programs	59	13.63	--	--	--	--	--	--
17 (a)	Information and instruction	--	--	--	--	--	--	--	--
17 (b)	Pre-school entertainment	--	--	--	--	--	--	59	7.48
17 (c)	Drama	59	13.63	--	--	--	--	--	--
17 (c)(1)	Crime	--	--	--	--	--	--	--	--
17 (c)(2)	Western	--	--	--	--	--	--	--	--
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--
17 (c)(4)	Adventure and historical	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	59	7.48
17 (c)(8)	Other children's drama	59	13.63	--	--	--	--	--	--
17 (d)	Teen-age variety	--	--	--	--	--	--	--	--
17 (e)	Other variety	--	--	--	--	--	--	--	--
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	--	--	--	--	--	--	--	--
Total		433	100	240	100	116	100	789	100



Appendix A, Table 8C.

**KLAC-TV Program Time, May 23 - 29, 1951**  
**For Sunday and Weekly Total by Time Segments and by Class of Programs**

Class	Title	Sunday						Week			
		Sign-onto 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total-Sunday		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	--	--	29	12.08	4	12.50	33	3.66	250	3.97
1 (a)	News reports	--	--	2	.83	1	3.13	3	.33	62	.98
1 (b)	Special events and features	--	--	27	11.25	3	9.38	30	3.33	188	2.98
2	Weather	--	--	--	--	--	--	--	--	--	--
3	Public issues	--	--	60	25.00	--	--	60	6.65	89	1.41
3 (a)	Individual views	--	--	--	--	--	--	--	--	29	.46
3 (b)	Discussion and debate	--	--	60	25.00	--	--	60	6.65	60	.95
4	Public events	--	--	--	--	--	--	--	--	30	.48
5	Public institutional programs	--	--	8	3.33	--	--	8	.89	47	.75
5 (a)	Expository	--	--	8	3.33	--	--	8	.89	47	.75
5 (b)	Dramatization	--	--	--	--	--	--	--	--	--	--
6	Information (General)	26	4.13	--	--	--	--	26	2.88	65	1.03
6 (a)	Science	--	--	--	--	--	--	--	--	--	--
6 (b)	Travelogue	26	4.13	--	--	--	--	26	2.88	48	.76
6 (c)	Other	--	--	--	--	--	--	--	--	17	.27
7	Religion	64	10.16	--	--	--	--	64	7.10	64	1.02
8	Drama	366	58.10	61	25.42	--	--	427	47.34	1841	29.22
8 (a)	Domestic	--	--	--	--	--	--	--	--	151	2.40
8 (b)	Crime	74	11.75	--	--	--	--	74	8.20	258	4.09
8 (c)	Western	64	10.16	61	25.42	--	--	125	13.86	565	8.97
8 (d)	Action	67	10.63	--	--	--	--	67	7.43	339	5.38
8 (e)	Comedy	161	25.56	--	--	--	--	161	17.85	381	6.05
8 (f)	Romance	--	--	--	--	--	--	--	--	--	--
8 (g)	Musical	--	--	--	--	--	--	--	--	147	2.33
8 (h)	Classics	--	--	--	--	--	--	--	--	--	--
8 (i)	Other	--	--	--	--	--	--	--	--	--	--
9	Dance	--	--	--	--	--	--	--	--	--	--
10	Music	--	--	4	1.67	--	--	4	.44	126	2.00
10 (a)	Serious	--	--	--	--	--	--	--	--	--	--
10 (b)	Light	--	--	--	--	--	--	--	--	--	--
10 (c)	Popular	--	--	4	1.67	--	--	4	.44	126	2.00
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	--	--	63	26.25	--	--	63	6.98	123	1.95
13	Personalities	--	--	--	--	--	--	--	--	62	.98
14	Quiz, stunts, contests	--	--	--	--	--	--	--	--	31	.49
14 (a)	Experts, guests	--	--	--	--	--	--	--	--	31	.49
14 (b)	Studio audience	--	--	--	--	--	--	--	--	--	--
14 (c)	Telephone	--	--	--	--	--	--	--	--	--	--
14 (d)	Amateur	--	--	--	--	--	--	--	--	--	--
15	Sports	121	19.21	15	6.25	--	--	136	15.08	666	10.57
15 (a)	News, interviews	31	4.92	--	--	--	--	31	3.44	127	2.02
15 (b)	Spectator sports	90	14.29	15	6.25	--	--	105	11.64	522	8.28
15 (c)	Participant sports & recreations	--	--	--	--	--	--	--	--	17	.27
16	Domestic	31	4.92	--	--	28	87.50	59	6.54	2724	43.23
16 (a)	Cooking	--	--	--	--	--	--	--	--	444	7.05
16 (b)	Arts and crafts, and hobbies	--	--	--	--	--	--	--	--	--	--
16 (c)	Shopping and merchandising	31	4.92	--	--	28	87.50	59	6.54	145	2.30
16 (d)	Personal care	--	--	--	--	--	--	--	--	--	--
16 (e)	Personal relations	--	--	--	--	--	--	--	--	30	.48
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--	1502	23.84
16 (g)	Housewives' music	--	--	--	--	--	--	--	--	603	9.57
16 (h)	Other	--	--	--	--	--	--	--	--	--	--
17	Children's programs	22	3.49	--	--	--	--	22	2.44	180	2.86
17 (a)	Information and instruction	--	--	--	--	--	--	--	--	9	.14
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--	--	--
17 (c)	Drama	22	3.49	--	--	--	--	22	2.44	81	1.29
17 (c)(1)	Crime	--	--	--	--	--	--	--	--	--	--
17 (c)(2)	Western	--	--	--	--	--	--	--	--	--	--
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--	--	--
17 (c)(4)	Adventure and historical	--	--	--	--	--	--	--	--	--	--
17 (c)(5)	Children's action	22	3.49	--	--	--	--	22	2.44	22	.35
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	59	.94
17 (d)	Teen-age variety	--	--	--	--	--	--	--	--	30	.48
17 (e)	Other variety	--	--	--	--	--	--	--	--	--	--
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	--	--	60	.95
17 (g)	Other children's programs	--	--	--	--	--	--	--	--	--	--
Total		630	100	240	100	32	100	902	100	6298	100

Appendix A, Table 9A.  
**KFMB Program Time, May 23 - 29, 1951**  
**For Weekdays by Time Segments and by Class of Program**

Class	Title	Sign-on to 5 p.m.		5 p.m. to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	--		65	12.38	33	3.44	40	20.41	138	4.82
1 (a)	News reports	--		65	12.38	33	3.44	40	20.41	138	4.82
1 (b)	Special events and features	--		--		--		--		--	
2	Weather	--		--		--		--		--	
3	Public issues	--		14	2.67	--		--		14	.49
3 (a)	Individual views	--		14	2.67	--		--		14	.49
3 (b)	Discussion and debate	--		--		--		--		--	
4	Public events	--		--		--		--		--	
5	Public institutional programs	22	1.86	--		16	1.67	--		38	1.33
5 (a)	Expository	22	1.86	--		16	1.67	--		38	1.33
5 (b)	Dramatization	--		--		--		--		--	
6	Information (General)	--		15	2.86	16	1.67	--		31	1.08
6 (a)	Science	--		--		--		--		--	
6 (b)	Travelogue	--		--		--		--		--	
6 (c)	Other	--		15	2.86	16	1.67	--		31	1.08
7	Religion	--		--		--		--		--	
8	Drama	15	1.27	--		387	40.31	95	48.47	497	17.35
8 (a)	Domestic	--		--		--		29	14.79	29	1.01
8 (b)	Crime	15	1.27	--		115	11.98	31	15.81	146	5.10
8 (c)	Western	--		--		120	12.50	--		120	4.19
8 (d)	Action	--		--		--		--		--	
8 (e)	Comedy	--		--		58	6.04	35	17.86	93	3.76
8 (f)	Romance	--		--		94	9.79	--		94	3.28
8 (g)	Musical	--		--		--		--		--	
8 (h)	Classics	--		--		--		--		--	
8 (i)	Other	--		--		--		--		--	
9	Dance	--		--		--		--		--	
10	Music	90	7.61	52	9.90	64	6.67	36	18.37	242	8.45
10 (a)	Serious	--		--		--		--		--	
10 (b)	Light	--		--		--		--		--	
10 (c)	Popular	90	7.61	52	9.90	64	6.67	36	18.37	242	8.45
11	Fine arts	--		--		--		--		--	
12	Variety	133	11.24	64	12.19	206	21.46	11	5.61	414	14.45
13	Personalities	--		--		64	6.67	--		64	2.23
14	Quiz, stunts, contests	30	2.54	--		115	11.98	8	4.08	153	5.34
14 (a)	Experts, guests	30	2.54	--		--		--		30	1.05
14 (b)	Studio audience	--		--		56	5.83	6	3.06	62	2.16
14 (c)	Telephone	--		--		30	3.12	--		30	1.05
14 (d)	Amateur	--		--		29	3.02	2	1.02	31	1.08
15	Sports	20	1.69	--		59	6.15	--		79	2.76
15 (a)	News, interviews	--		--		59	6.15	--		59	2.06
15 (b)	Spectator sports	20	1.69	--		--		--		20	.70
15 (c)	Participant sports & recreations	--		--		--		--		--	
16	Domestic	843	71.26	26	4.95	--		6	3.06	875	30.54
16 (a)	Cooking	--		--		--		--		--	
16 (b)	Arts & crafts, & hobbies	--		9	1.71	--		--		9	.31
16 (c)	Shopping and merchandising	31	2.62	16	3.05	--		6	3.06	53	1.85
16 (d)	Personal care	--		--		--		--		--	
16 (e)	Personal relations	--		--		--		--		--	
16 (f)	Housewives' variety	570	48.18	1	.19	--		--		571	19.93
16 (g)	Housewives' music	242	20.46	--		--		--		242	8.45
16 (h)	Other	--		--		--		--		--	
17	Children's programs	30	2.54	289	55.05	--		--		319	11.13
17 (a)	Information and instruction	--		--		--		--		--	
17 (b)	Pre-school entertainment	--		17	3.24	--		--		17	.59
17 (c)	Drama	--		262	49.90	--		--		262	9.14
17 (c)(1)	Crime	--		--		--		--		--	
17 (c)(2)	Western	--		166	31.62	--		--		166	5.79
17 (c)(3)	Comedy	--		13	2.48	--		--		13	.45
17 (c)(4)	Adventure and historical	--		70	13.33	--		--		70	2.44
17 (c)(5)	Children's action	--		13	2.48	--		--		13	.45
17 (c)(6)	Fairy tales	--		--		--		--		--	
17 (c)(7)	Classics	--		--		--		--		--	
17 (c)(8)	Other children's drama	--		--		--		--		--	
17 (d)	Teen-age variety	--		10	1.90	--		--		10	.35
17 (e)	Other variety	--		--		--		--		--	
17 (f)	Quiz, stunts and contests	--		--		--		--		--	
17 (g)	Other children's programs	30	2.54	--		--		--		30	1.05
Total		1183	100	525	100	960	100	196	100	2864	100.00

Appendix A, Table 9B.  
**KFMB Program Time, May 23 - 29, 1951**  
**For Saturday by Time Segments and by Class of Program**

Class	Title	Sign-on to 7 p.m. (Min.)	(%)	7 p.m. to 11 p.m. (Min.)	(%)	After 11 p.m. (Min.)	(%)	Total (Min.)	(%)
1	News	--		--		--		--	
1 (a)	News reports	--		--		--		--	
1 (b)	Special events and features	--		--		--		--	
2	Weather	--		--		--		--	
3	Public issues	--		--		--		--	
3 (a)	Individual views	--		--		--		--	
3 (b)	Discussion and debate	--		--		--		--	
4	Public events	--		--		--		--	
5	Public institutional programs	--		--		34	89.47	34	4.57
5 (a)	Expository	--		--		34	89.47	34	4.57
5 (b)	Dramatization	--		--		--		--	
6	Information (General)	16	3.44	--		--		16	2.15
6 (a)	Science	--		--		--		--	
6 (b)	Travelogue	16	3.44	--		--		16	2.15
6 (c)	Other	--		--		--		--	
7	Religion	--		--		--		--	
8	Drama	195	41.93	91	37.91	--		286	38.49
8 (a)	Domestic	29	6.23	--		--		29	3.90
8 (b)	Crime	--		31	12.91	--		31	4.17
8 (c)	Western	106	22.79	--		--		106	14.26
8 (d)	Action	29	6.23	--		--		29	3.90
8 (e)	Comedy	31	6.66	--		--		31	4.17
8 (f)	Romance	--		--		--		--	
8 (g)	Musical	--		--		--		--	
8 (h)	Classics	--		--		--		--	
8 (i)	Other	--		60	25.00	--		60	8.07
9	Dance	--		--		--		--	
10	Music	--		31	12.91	--		31	4.17
10 (a)	Serious	--		--		--		--	
10 (b)	Light	--		--		--		--	
10 (c)	Popular	--		31	12.91	--		31	4.17
11	Fine arts	--		--		--		--	
12	Variety	--		87	36.25	4	10.53	91	12.25
13	Personalities	--		--		--		--	
14	Quiz, stunts, contest	29	6.23	31	12.91	--		60	8.07
14 (a)	Experts, guests	--		31	12.91	--		31	4.17
14 (b)	Studio audience	29	6.23	--		--		29	3.90
14 (c)	Telephone	--		--		--		--	
14 (d)	Amateur	--		--		--		--	
15	Sports	--		--		--		--	
15 (a)	News, interviews	--		--		--		--	
15 (b)	Spectator sports	--		--		--		--	
15 (c)	Participant sports and recreations	--		--		--		--	
16	Domestic	154	33.12	--		--		154	20.72
16 (a)	Cooking	--		--		--		--	
16 (b)	Arts & crafts, and hobbies	31	6.66	--		--		31	4.17
16 (c)	Shopping and merchandising	--		--		--		--	
16 (d)	Personal care	--		--		--		--	
16 (e)	Personal relations	--		--		--		--	
16 (f)	Housewives' variety	123	26.45	--		--		123	16.55
16 (g)	Housewives' music	--		--		--		--	
16 (h)	Other	--		--		--		--	
17	Children's programs	71	15.27	--		--		71	9.55
17 (a)	Information & instruction	--		--		--		--	
17 (b)	Pre-school entertainment	--		--		--		--	
17 (c)	Drama	--		--		--		--	
17 (c)(1)	Crime	--		--		--		--	
17 (c)(2)	Western	--		--		--		--	
17 (c)(3)	Comedy	--		--		--		--	
17 (c)(4)	Adventure and historical	--		--		--		--	
17 (c)(5)	Children's action	--		--		--		--	
17 (c)(6)	Fairy tales	--		--		--		--	
17 (c)(7)	Classics	--		--		--		--	
17 (c)(8)	Other children's drama	--		--		--		--	
17 (d)	Teen-age variety	--		--		--		--	
17 (e)	Other variety	71	15.27	--		--		71	9.55
17 (f)	Quiz, stunts and contests	--		--		--		--	
17 (g)	Other children's programs	--		--		--		--	
Total		465	100	240	100	38	100	743	100



Appendix A, Table 9C.  
**KFMB Program Time, May 23 - 29, 1951**  
**For Sunday and Weekly Total by Time Segments and by Class of Program**

Class	Title	Sign-on to 7 p.m.		7 p.m. to 11 p.m.		After 11 p.m.		Total-Sunday		Week Total	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	--		--		--		--		138	3.14
1 (a)	News reports	--		--		--		--		138	3.14
1 (b)	Special events and features	--		--		--		--		--	
2	Weather	--		--		--		--		14	.32
3	Public issues	--		--		--		--		14	.32
3 (a)	Individual views	--		--		--		--		--	
3 (b)	Discussion and debate	--		--		--		--		--	
4	Public events	--		--		--		--		72	1.64
5	Public institutional programs	--		--		--		--		72	1.64
5 (a)	Expository	--		--		--		--		--	
5 (b)	Dramatization	--		--		--		--		47	1.07
6	Information (General)	--		--		--		--		--	
6 (a)	Science	--		--		--		--		16	.36
6 (b)	Travelogue	--		--		--		--		31	.70
6 (c)	Other	--		--		--		--		--	
7	Religion	--		--		33	89.19	33	4.20	33	.75
8	Drama	201	39.57	122	50.83	--		323	41.14	1106	25.18
8 (a)	Domestic	31	6.10	29	12.08	--		60	7.64	118	2.68
8 (b)	Crime	30	5.90	63	26.25	--		93	11.85	285	6.49
8 (c)	Western	67	13.19	--		--		67	8.53	293	6.67
8 (d)	Action	--		--		--		--		29	.66
8 (e)	Comedy	73	14.37	30	12.50	--		103	13.12	227	5.17
8 (f)	Romance	--		--		--		--		94	2.14
8 (g)	Musical	--		--		--		--		--	
8 (h)	Classics	--		--		--		--		60	1.36
8 (i)	Other	--		--		--		--		--	
9	Dance	--		--		--		--		--	
10	Music	16	3.15	--		--		16	2.04	289	6.58
10 (a)	Serious	--		--		--		--		--	
10 (b)	Light	--		--		--		--		--	
10 (c)	Popular	16	3.15	--		--		16	2.04	289	6.58
11	Fine arts	--		--		--		--		--	
12	Variety	121	23.82	90	37.50	--		211	26.88	716	16.29
13	Personalities	60	11.81	2	.83	--		62	7.90	126	2.86
14	Quiz, stunts, contests	29	5.71	26	10.83	4	10.81	59	7.51	272	6.19
14 (a)	Experts, guests	29	5.71	--		--		29	3.69	90	2.05
14 (b)	Studio audience	--		26	10.83	4	10.81	30	3.82	121	2.75
14 (c)	Telephone	--		--		--		--		30	.68
14 (d)	Amateur	--		--		--		--		31	.70
15	Sports	16	3.15	--		--		16	2.04	95	2.16
15 (a)	News, interviews	--		--		--		--		59	1.34
15 (b)	Spectator sports	--		--		--		--		20	.45
15 (c)	Participant sports & recreations	16	3.15	--		--		16	2.04	16	.36
16	Domestic	--		--		--		--		1029	23.42
16 (a)	Cooking	--		--		--		--		--	
16 (b)	Arts & crafts, & hobbies	--		--		--		--		40	.91
16 (c)	Shopping and merchandising	--		--		--		--		53	1.20
16 (d)	Personal care	--		--		--		--		--	
16 (e)	Personal relations	--		--		--		--		--	
16 (f)	Housewives' variety	--		--		--		--		694	15.79
16 (g)	Housewives' music	--		--		--		--		242	5.51
16 (h)	Other	--		--		--		--		--	
17	Children's programs	65	12.79	--		--		65	8.28	455	10.35
17 (a)	Information and instruction	34	6.69	--		--		34	4.33	34	.77
17 (b)	Pre-school entertainment	--		--		--		--		17	.38
17 (c)	Drama	--		--		--		--		262	5.97
17 (c)(1)	Crime	--		--		--		--		--	
17 (c)(2)	Western	--		--		--		--		166	3.78
17 (c)(3)	Comedy	--		--		--		--		13	.29
17 (c)(4)	Adventure and historical	--		--		--		--		70	1.59
17 (c)(5)	Children's action	--		--		--		--		13	.30
17 (c)(6)	Fairy tales	--		--		--		--		--	
17 (c)(7)	Classics	--		--		--		--		--	
17 (c)(8)	Other children's drama	--		--		--		--		--	
17 (d)	Teen-age variety	--		--		--		--		10	.23
17 (e)	Other variety	--		--		--		--		71	1.61
17 (f)	Quiz, stunts and contests	31	6.10	--		--		31	3.95	31	.70
17 (g)	Other children's programs	--		--		--		--		30	.68
Total		508	100	240	100	37	100	785	100	4392	100

Appendix A, Table 10A.

**Los Angeles TV Programming, May 23 - 29, 1951**  
**Weekday Program Time for all Stations After Disintegration of Mixed Program Classes,**  
**by Time Segments and Class of Program**

Class	Title	Sign-on to 5 p.m. (Min.)	(%)	5 p.m. to 7 p.m. (Min.)	(%)	7 p.m. to 11 p.m. (Min.)	(%)	After 11 p.m. (Min.)	(%)	Total (Min.)	(%)
1	News	2638	21.48	445	9.44	687	7.40	609	27.92	4379	15.38
1 (a)	News reports	154	1.25	254	5.38	423	4.56	119	5.46	950	3.34
1 (b)	Special events and features	2484	20.22	191	4.05	264	2.84	490	22.47	3429	12.05
2	Weather	--	--	--	--	24	.26	--	--	24	.08
3	Public issues	58	.47	58	1.23	118	1.27	50	2.29	284	1.00
3 (a)	Individual views	58	.47	58	1.23	73	.79	--	--	189	.66
3 (b)	Discussion and debate	--	--	--	--	45	.48	50	2.29	95	.33
4	Public events	--	--	--	--	30	.32	--	--	30	.10
5	Public institutional programs	191	1.55	84	1.78	142	1.53	--	--	417	1.46
5 (a)	Expository	191	1.55	79	1.68	76	.82	--	--	346	1.22
5 (b)	Dramatization	--	--	5	.11	66	.71	--	--	71	.25
6	Information (General)	316	2.57	341	7.23	144	1.55	--	--	801	2.81
6 (a)	Science	31	.25	--	--	29	--	--	--	60	--
6 (b)	Travelogue	36	.29	199	4.22	11	.12	--	--	246	.86
6 (c)	Other	249	2.03	142	3.01	104	--	--	--	495	--
7	Religion	25	.20	71	1.50	31	.33	--	--	127	.45
8	Drama	1967	16.01	579	12.28	3231	34.81	698	32.00	6475	22.75
8 (a)	Domestic	84	.68	31	.66	209	2.25	29	1.33	353	1.24
8 (b)	Crime	595	4.84	32	.68	1251	13.48	184	8.44	2062	7.24
8 (c)	Western	371	3.02	396	8.40	519	5.59	--	--	1286	4.52
8 (d)	Action	255	2.08	33	.70	328	3.53	115	5.27	731	2.57
8 (e)	Comedy	138	1.12	75	1.59	430	4.63	307	14.08	950	3.34
8 (f)	Romance	191	1.55	12	.25	299	3.22	63	2.89	565	1.99
8 (g)	Musical	333	2.71	--	--	96	1.03	--	--	429	1.51
8 (h)	Classics	--	--	--	--	30	.37	--	--	30	.10
8 (i)	Other	--	--	--	--	69	.74	--	--	69	.24
9	Dance	--	--	--	--	2	.02	--	--	2	.01
10	Music	1139	9.27	390	8.27	781	8.42	271	12.42	2581	9.07
10 (a)	Serious	29	.24	13	.28	47	.51	--	--	89	.31
10 (b)	Light	32	.26	31	.66	51	.55	--	--	114	.40
10 (c)	Popular	1078	8.78	346	7.34	683	7.36	271	12.42	2378	8.36
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	153	1.24	46	.98	222	2.39	85	3.90	506	1.78
13	Personalities	296	2.41	108	2.29	335	3.61	42	1.93	781	2.74
14	Quiz, stunts, contests	333	2.71	51	1.08	697	7.51	15	.69	1096	3.85
15	Sports	183	1.49	20	.42	1349	14.54	98	4.49	1650	5.80
15 (a)	News, interviews	94	.76	19	.40	201	2.16	10	.45	324	1.14
15 (b)	Spectator sports	79	.64	1	.02	1034	11.14	79	3.62	1193	4.19
15 (c)	Participant sports & recreation	10	.08	--	--	114	1.23	9	.41	133	.47
16	Domestic	3214	26.17	129	2.73	247	2.66	55	2.52	3645	12.81
16 (a)	Cooking	1310	10.66	--	--	--	--	--	--	1310	4.60
16 (b)	Arts & crafts, & hobbies	105	.86	77	1.63	45	.48	--	--	227	.80
16 (c)	Shopping and merchandising	325	2.64	52	1.10	159	1.71	52	2.52	588	2.07
16 (d)	Personal care	68	.55	--	--	--	--	--	--	68	.24
16 (e)	Personal relations	30	.24	--	--	30	.32	--	--	60	.21
16 (f)	Housewives' variety	191	1.55	--	--	2	.02	3	.14	196	.69
16 (g)	Housewives' music	968	7.87	--	--	--	--	--	--	968	3.40
16 (h)	Other	217	1.77	--	--	11	.12	--	--	228	.80
17	Children's programs	162	1.32	2036	43.17	171	1.84	--	--	2369	8.32
17 (a)	Information & instruction	--	--	9	.19	--	--	--	--	9	.03
17 (b)	Pre-school entertainment	15	.12	17	.36	--	--	--	--	32	.11
17 (c)	Drama	10	.08	1986	42.11	118	1.27	--	--	2114	7.43
17 (c)(1)	Crime	--	--	148	3.14	--	--	--	--	148	.52
17 (c)(2)	Western	--	--	1156	24.51	60	.65	--	--	1216	4.27
17 (c)(3)	Comedy	10	.08	362	7.66	25	.27	--	--	397	1.39
17 (c)(4)	Adventure & historical	--	--	290	6.15	2	.02	--	--	292	1.02
17 (c)(5)	Children's action	--	--	13	.28	31	.33	--	--	44	.15
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	17	.36	--	--	--	--	17	.06
17 (d)	Teen-age variety	--	--	12	.25	--	--	--	--	12	.04
17 (e)	Other variety	3	.02	2	.04	5	.05	--	--	10	.04
17 (f)	Quiz, stunts and contests	24	.20	10	.21	48	.52	--	--	82	.29
17 (g)	Other children's programs	110	.90	--	--	--	--	--	--	110	.39
Other		1608	13.09	358	7.59	1070	11.53	258	11.83	3294	11.57
Total		12283	100.00	4716	100.00	9281	100.00	2181	100.00	28461	100.00

Appendix A, Table 10B.

**Saturday Program Time for all Stations After Disintegration of Mixed Program Classes,  
by Time Segments and Class of Program**

Class	Title	Sign-on to 7 p.m. (Min.)		7 p.m. to 11 p.m. (Min.)		After 11 p.m. (Min.)		Total-Saturday (Min.)	
1	News	12	.55	11	.66	96	21.19	119	2.76
1 (a)	News reports	12	.55	8	.48	42	9.27	62	1.44
1 (b)	Special events and features	--	--	3	.18	54	11.92	57	1.32
2	Weather	--	--	--	--	--	--	--	--
3	Public issues	17	.78	--	--	--	--	17	.39
3 (a)	Individual views	17	.78	--	--	--	--	17	.39
3 (b)	Discussion and debate	--	--	--	--	--	--	--	--
4	Public events	--	--	--	--	--	--	--	--
5	Public institutional programs	--	--	51	3.06	34	7.50	85	1.97
5 (a)	Expository	--	--	51	3.06	34	7.50	85	1.97
5 (b)	Dramatization	--	--	--	--	--	--	--	--
6	Information (General)	26	1.19	--	--	--	--	26	.60
6 (a)	Science	--	--	--	--	--	--	--	--
6 (b)	Travelogue	16	.73	--	--	--	--	16	.37
6 (c)	Other	10	.46	--	--	--	--	10	.23
7	Religion	5	.23	--	--	--	--	5	.12
8	Drama	1018	46.46	877	52.70	297	65.56	2192	50.88
8 (a)	Domestic	98	4.47	61	3.66	82	18.10	241	5.59
8 (b)	Crime	31	1.41	262	15.74	78	17.22	371	8.61
8 (c)	Western	447	20.40	2	.12	66	14.57	515	11.95
8 (d)	Action	141	6.44	58	3.48	16	3.53	215	4.99
8 (e)	Comedy	168	7.67	118	7.09	--	--	286	6.64
8 (f)	Romance	75	3.42	120	7.21	55	12.14	250	5.80
8 (g)	Musical	58	2.65	89	5.35	--	--	147	3.41
8 (h)	Classics	--	--	107	6.43	--	--	107	2.48
8 (i)	Other	--	--	60	3.60	--	--	60	1.39
9	Dance	--	--	--	--	--	--	--	--
10	Music	62	2.83	175	10.52	--	--	237	5.50
10 (a)	Serious	2	.09	4	.24	--	--	6	.14
10 (b)	Light	--	--	17	1.02	--	--	17	.39
10 (c)	Popular	60	2.74	154	9.25	--	--	214	4.97
11	Fine arts	--	--	--	--	--	--	--	--
12	Variety	61	2.78	69	4.15	--	--	130	3.02
13	Personalities	--	--	--	--	--	--	--	--
14	Quiz, stunts, contests	57	2.60	91	5.47	--	--	148	3.44
15	Sports	47	2.14	--	--	--	--	47	1.09
15 (a)	News, interviews	--	--	--	--	--	--	--	--
15 (b)	Spectator sports	47	2.14	--	--	--	--	47	1.09
15 (c)	Participant sports & recreation	--	--	--	--	--	--	--	--
16	Domestic	168	7.67	27	1.62	22	4.86	217	5.04
16 (a)	Cooking	28	1.28	--	--	--	--	28	.65
16 (b)	Arts, & crafts, & hobbies	61	2.78	--	--	--	--	61	1.42
16 (c)	Shopping and merchandising	30	1.37	27	1.62	22	4.86	79	1.83
16 (d)	Personal care	5	.23	--	--	--	--	5	.12
16 (e)	Personal relations	--	--	--	--	--	--	--	--
16 (f)	Housewives' variety	18	.82	--	--	--	--	18	.42
16 (g)	Housewives' music	--	--	--	--	--	--	--	--
16 (h)	Other	26	1.19	--	--	--	--	26	.60
17	Children's programs	608	27.75	128	7.69	--	--	736	17.08
17 (a)	Information & instruction	101	4.61	30	1.80	--	--	131	3.04
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--
17 (c)	Drama	485	22.14	92	5.53	--	--	577	13.39
17 (c)(1)	Crime	63	2.88	--	--	--	--	63	1.46
17 (c)(2)	Western	324	14.79	92	5.53	--	--	416	9.66
17 (c)(3)	Comedy	8	.36	--	--	--	--	8	.18
17 (c)(4)	Adventure & historical	31	1.41	--	--	--	--	31	.72
17 (c)(5)	Children's action	--	--	--	--	--	--	--	--
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	59	2.69	--	--	--	--	59	1.37
17 (d)	Teen-age variety	9	.41	--	--	--	--	9	.21
17 (e)	Other variety	--	--	6	.36	--	--	6	.14
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	--	--
17 (g)	Other children's programs	13	.59	--	--	--	--	13	.30
Other		110	5.02	235	14.12	4	.88	349	8.10
Total		2191	100.00	1664	100.00	453	100.00	4308	100.00



Appendix A, Table 10C.

## Los Angeles TV Programming, May 23 - 29, 1951

Sunday and Weekly Total Program Time for all Stations after Disintegration of Mixed Program Classes,  
by Time Segments and Class of Program

Class	Title	Sign-on to 7 p.m.		7 to 11 p.m.		After 11 p.m.		Total Sunday		Total Week	
		(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)	(Min.)	(%)
1	News	4	.14	65	3.92	15	7.61	84	1.78	4582	12.22
1 (a)	News reports	4	.14	38	2.29	12	6.09	54	1.14	1066	2.84
1 (b)	Special events and features	--	--	27	1.63	3	1.52	30	.63	3516	9.38
2	Weather	--	--	--	--	--	--	--	--	24	.06
3	Public issues	36	1.25	119	7.18	--	--	155	3.28	456	1.22
3 (a)	Individual views	36	1.25	29	1.75	--	--	65	1.37	271	.72
3 (b)	Discussion and debate	--	--	90	5.43	--	--	90	1.90	185	.49
4	Public events	--	--	--	--	--	--	--	--	30	.08
5	Public institutional programs	--	--	131	7.91	--	--	131	2.77	633	1.69
5 (a)	Expository	--	--	131	7.91	--	--	131	2.77	562	1.50
5 (b)	Dramatization	--	--	--	--	--	--	--	--	71	.19
6	Information (General)	91	3.16	70	4.20	35	17.77	196	4.14	1023	2.73
6 (a)	Science	--	--	32	1.93	--	--	32	.68	92	.24
6 (b)	Travelogue	39	1.35	--	--	--	--	39	.82	301	.80
6 (c)	Other	52	1.81	38	2.29	35	17.77	125	2.64	630	1.67
7	Religion	126	4.38	10	.60	59	29.95	195	4.12	327	.87
8	Drama	1365	47.41	624	37.68	40	20.30	2029	42.88	10696	28.52
8 (a)	Domestic	31	1.08	29	1.75	--	--	60	1.28	654	1.74
8 (b)	Crime	236	8.20	222	13.40	40	20.30	498	10.52	2931	7.82
8 (c)	Western	453	15.73	91	5.50	--	--	544	11.50	2345	6.25
8 (d)	Action	135	4.69	--	--	--	--	135	2.85	1081	2.88
8 (e)	Comedy	308	10.70	282	17.03	--	--	590	12.46	1826	4.86
8 (f)	Romance	202	7.02	--	--	--	--	202	4.26	1017	2.71
8 (g)	Musical	--	--	--	--	--	--	--	--	576	1.54
8 (h)	Classics	--	--	--	--	--	--	--	--	137	.36
8 (i)	Other	--	--	--	--	--	--	--	--	129	.34
9	Dance	--	--	--	--	--	--	--	--	2	.01
10	Music	138	4.79	176	10.63	--	--	314	6.64	3132	8.53
10 (a)	Serious	7	.24	3	.18	--	--	10	.21	105	.28
10 (b)	Light	68	2.36	--	--	--	--	68	1.44	199	.53
10 (c)	Popular	63	2.19	173	10.45	--	--	236	4.99	2828	7.54
11	Fine arts	--	--	--	--	--	--	--	--	--	--
12	Variety	122	4.24	96	5.80	--	--	218	4.61	854	2.28
13	Personalities	140	4.86	9	.54	16	8.12	165	3.49	946	2.52
14	Quiz, stunts, contests	--	--	105	6.34	3	1.52	108	2.28	1352	3.60
15	Sports	412	14.31	15	.90	--	--	427	9.02	2124	5.66
15 (a)	News, interviews	48	1.67	--	--	--	--	48	1.01	372	.99
15 (b)	Spectator sports	348	12.09	15	.90	--	--	363	7.67	1603	4.27
15 (c)	Participant sports & recreation	16	.56	--	--	--	--	16	.34	149	.40
16	Domestic	35	1.22	49	2.96	28	14.21	112	2.37	3974	10.60
16 (a)	Cooking	--	--	--	--	--	--	--	--	1338	3.57
16 (b)	Arts & crafts, & hobbies	--	--	17	.10	--	--	17	.36	305	.79
16 (c)	Shopping and merchandising	31	1.08	32	1.93	28	14.21	91	1.92	758	2.02
16 (d)	Personal care	--	--	--	--	--	--	--	--	73	.19
16 (e)	Personal relations	--	--	--	--	--	--	--	--	60	.16
16 (f)	Housewives' variety	--	--	--	--	--	--	--	--	214	.57
16 (g)	Housewives' music	--	--	--	--	--	--	--	--	968	2.59
16 (h)	Other	4	.14	--	--	--	--	4	.08	258	.68
17	Children's programs	242	8.40	6	.36	--	--	248	5.24	3353	8.94
17 (a)	Information & instruction	64	2.22	--	--	--	--	64	1.35	204	.54
17 (b)	Pre-school entertainment	--	--	--	--	--	--	--	--	32	.08
17 (c)	Drama	118	4.10	6	.36	--	--	124	2.62	2815	7.51
17 (c)(1)	Crime	--	--	--	--	--	--	--	--	211	.56
17 (c)(2)	Western	4	.14	--	--	--	--	4	.08	1636	4.36
17 (c)(3)	Comedy	--	--	--	--	--	--	--	--	405	1.08
17 (c)(4)	Adventure & historical	20	.69	--	--	--	--	20	.42	343	.91
17 (c)(5)	Children's action	94	3.26	6	.36	--	--	100	2.11	144	.38
17 (c)(6)	Fairy tales	--	--	--	--	--	--	--	--	--	--
17 (c)(7)	Classics	--	--	--	--	--	--	--	--	--	--
17 (c)(8)	Other children's drama	--	--	--	--	--	--	--	--	76	.20
17 (d)	Teen-age variety	--	--	--	--	--	--	--	--	21	.06
17 (e)	Other variety	--	--	--	--	--	--	--	--	16	.04
17 (f)	Quiz, stunts and contests	--	--	--	--	--	--	--	--	82	.22
17 (g)	Other children's programs	60	2.08	--	--	--	--	60	1.27	183	.49
Other		168	5.84	181	10.93	1	.51	350	7.40	3993	10.65
Total		2879	100.00	1656	100.00	197	100.00	4732	100.00	37501	100.00

Appendix A, Table 11A.  
**Los Angeles TV Programming: May 23 - 29, 1951**  
**Number and Length of Primary Advertisements by Time Segments to 7 PM**

Time Segments and Station	Primary Advertisements						Total	
	Weekdays		Saturday		Sunday			
	No.	Length (seconds)	No.	Length (seconds)	No.	Length (seconds)	No.	Length (seconds)
<u>Sign-on - 5 p.m.</u>								
KTSL	102	6,152	1	30	6	504	109	6,686
KNBH	270	14,150	--	--	11	505	281	14,655
KTSLA	--	--	24	1,116	21	1,338	45	2,454
KECA-TV	133	10,727	27	1,615	13	1,211	173	13,553
KFI-TV	64	4,770	--	--	--	--	64	4,770
KTTV	141	8,393	--	--	13	788	154	9,181
KLAC-TV	326	29,148	6	725	32	3,146	364	33,019
Total (7)	1,036	73,340	58	3,486	96	7,492	1,190	84,318
KFMB	206	18,936	37	3,393	49	3,339	292	25,668
Total (8)	1,242	92,276	95	6,879	145	10,831	1,482	109,986
<u>5 - 7 p.m.</u>								
KTSL	66	3,712	5	273	4	139	75	4,124
KNBH	78	5,117	--	--	16	943	94	6,060
KTSLA	112	4,333	16	785	14	716	142	5,834
KECA-TV	95	5,385	11	639	14	918	120	6,942
KFI-TV	25	1,301	--	--	--	--	25	1,301
KTTV	46	4,170	6	840	8	450	60	5,460
KLAC-TV	25	1,463	4	105	11	991	40	2,559
Total (7)	447	25,481	42	2,642	67	4,157	556	32,280
KFMB	85	6,101	20	1,010	10	905	115	8,016
Total (8)	532	31,582	62	3,652	77	5,062	671	40,296

Appendix A, Table 11B.  
**Los Angeles TV Programming: May 23 - 29, 1951**  
**Number and Length of Primary Advertisements by Time Segments to 7 PM**

Time Segments and Station	Primary Advertisements						Total	
	Weekdays		Saturday		Sunday			
	No.	Length (seconds)	No.	Length (seconds)	No.	Length (seconds)	No.	Length (seconds)
<u>7 - 11 p.m.</u>								
KTSL	209	10,329	22	1,402	29	1,707	260	13,438
KNBH	194	10,193	38	1,723	31	1,450	263	13,366
KTLA	129	7,904	19	1,527	26	1,615	174	11,046
KECA-TV	137	9,786	23	1,413	25	1,613	185	12,812
KFI-TV	152	9,055	--	--	--	--	152	9,055
KTTV	186	8,285	20	1,634	12	635	218	10,554
KLAC-TV	217	11,787	23	2,138	20	1,539	260	15,464
Total (7)	1,224	67,339	145	9,837	143	8,559	1,512	85,735
KFMB	212	10,725	49	2,181	40	2,022	301	14,928
Total (8)	1,436	78,064	194	12,018	183	10,581	1,813	100,663
<u>After 11 p.m.</u>								
KTSL	25	2,471	--	--	--	--	25	2,471
KNBH	35	1,385	--	--	1	55	36	1,440
KTLA	11	594	--	--	2	118	13	712
KECA-TV	19	834	8	872	4	180	31	1,886
KFI-TV	5	680	--	--	--	--	5	680
KTTV	9	775	--	--	--	--	9	775
KLAC-TV	29	3,114	7	730	--	--	36	3,844
Total (7)	133	9,853	15	1,602	7	353	155	11,808
KFMB	23	1,484	4	510	3	95	30	2,089
Total (8)	156	11,337	19	2,112	10	448	185	13,897



Appendix A, Table 12A.  
**Los Angeles TV Programming, May 23 - 29, 1951**  
**Average Length of Primary Advertisements and Primary Advertisements as a Percentage**  
**of Total Broadcast Time<sup>1</sup>, by Time Segments, by Stations**

Time Segment	Primary Advertisements							
	Weekdays		Saturday		Sunday		Total	
	Average Length of Advertisement (seconds)	Percent of Broadcast Time %	Average Length of Advertisement (seconds)	Percent of Broadcast Time %	Average Length of Advertisement (seconds)	Percent of Broadcast Time %	Average Length of Advertisement (seconds)	Percent of Broadcast Time %
Sign-on - 5 p.m.								
KTSL	60.31	9.36	30.00	1.25	84.00	11.83	61.34	9.23
KNBH	52.41	15.81	--	--	45.91	7.01	52.15	15.15
KTLA	--	--	46.50	4.79	63.71	6.19	54.53	1.93
KECA-TV	80.65	10.27	59.81	9.65	93.15	6.02	78.34	9.60
KFI-TV	74.53	8.83	--	--	--	--	74.53	8.83
KTTV	59.52	6.67	--	--	60.62	5.15	59.62	6.50
KLAC-TV	89.41	20.24	120.83	3.86	98.31	10.28	90.71	17.07
Total (7)	70.79	11.01	60.10	5.70	78.04	7.56	70.86	10.20
KFMB	91.92	26.78	91.70	16.39	68.14	14.34	87.90	22.33
Total (8)	74.30	12.52	72.41	8.40	74.70	8.85	74.21	11.68
5 - 7 p.m.								
KTSL	56.24	10.31	54.60	3.79	34.75	1.93	54.99	8.18
KNBH	65.60	14.21	--	--	58.94	13.10	64.47	12.23
KTLA	38.69	12.22	49.06	10.90	51.14	9.94	41.08	11.70
KECA-TV	56.68	14.96	58.09	8.88	65.57	12.75	57.85	13.77
KFI-TV	52.04	3.61	--	--	--	--	52.04	3.61
KTTV	90.65	11.58	140.00	11.67	56.25	6.25	91.00	10.83
KLAC-TV	58.52	4.06	26.25	1.46	90.09	13.76	63.98	5.08
Total (7)	57.00	10.13	62.90	6.24	62.04	9.62	58.06	9.58
KFMB	71.78	19.37	50.50	14.03	90.50	12.57	69.70	17.46
Total (8)	59.36	11.16	58.90	7.37	65.74	10.04	60.05	10.52

1. Including time devoted to Buena Park programs

Appendix A, Table 12B.  
**Los Angeles TV Programming, May 23 - 29, 1951**  
**Average Length of Primary Advertisements and Primary Advertisements as a Percentage**  
**of Total Broadcast Time<sup>1</sup>, by Time Segments, by Stations**

Time Segment and Station	Weekdays		Saturday		Sunday		Total	
	Average Length of Advertisement (seconds)	Percent of Broadcast Time %	Average Length of Advertisement (seconds)	Percent of Broadcast Time %	Average Length of Advertisement (seconds)	Percent of Broadcast Time %	Average Length of Advertisement (seconds)	Percent of Broadcast Time %
<b>7 - 11 p.m.</b>								
KTSL	49.42	14.34	63.73	10.43	58.86	11.90	51.68	13.47
KNBH	52.54	14.16	45.34	11.96	46.77	10.07	50.82	13.26
KTLA	61.27	10.98	80.37	10.60	62.12	11.22	63.48	10.96
KECA-TV	71.43	13.59	61.43	9.81	64.52	11.20	69.25	12.71
KFI-TV	59.57	13.46	--	--	--	--	59.57	13.46
KTTV	44.54	11.51	81.70	11.35	52.92	4.88	48.41	10.62
KLAC-TV	54.32	16.37	92.96	14.85	76.95	10.69	59.48	15.34
Total (7)	55.02	13.49	67.84	11.51	59.85	10.07	56.70	12.80
KFMB	59.59	18.62	44.51	15.14	50.55	14.04	49.59	17.28
Total (8)	54.36	14.02	61.95	12.04	57.82	10.65	55.52	13.31
<b>After 11 p.m.</b>								
KTSL	98.84	11.60	--	--	--	--	98.84	11.60
KNBH	39.57	7.80	--	--	55.00	2.29	40.00	6.14
KTLA	54.00	2.69	--	--	59.00	4.01	54.77	2.49
KECA-TV	43.89	18.53	109	10.09	45.00	7.69	60.84	12.18
KFI-TV	136.00	17.99	--	--	--	--	136.00	17.99
KTTV	86.11	3.07	--	--	--	--	86.11	2.80
KLAC-TV	107.38	12.75	104.28	10.49	--	--	106.78	11.54
Total (7)	74.08	8.27	106.80	6.43	50.43	3.68	76.18	7.69
KFMB	64.52	12.62	102.00	22.37	31.67	4.28	69.63	12.85
Total (8)	72.67	8.66	111.16	7.77	44.80	3.79	75.12	8.18
<b>ALL SEGMENTS</b>								
KTSL	56.38	11.62	60.89	7.40	60.26	9.11	56.97	10.95
KNBH	53.46	14.33	45.34	7.16	50.05	9.46	52.70	13.13
KTLA	50.92	6.05	58.10	7.07	60.11	8.21	53.60	6.54
KECA-TV	69.61	12.32	65.78	9.66	70.04	8.90	69.14	11.43
KFI-TV	64.25	9.81	--	--	--	--	64.25	9.81
KTTV	56.60	8.34	95.15	10.31	56.76	5.27	58.89	8.15
KLAC-TV	76.23	16.46	92.45	7.81	90.09	10.49	78.41	14.52
Total (7)	61.98	11.46	67.56	8.21	65.69	8.68	62.74	10.78
KFMB	70.81	21.67	64.49	15.91	62.36	13.50	68.70	19.24
Total (8)	63.36	12.49	66.65	9.54	64.87	9.48	63.72	11.77

1. Including time devoted to Buena Park programs

Appendix A Table 13.  
**Los Angeles TV Programming, May 23 - 29, 1951**  
**Average Length of Public Agency Announcements and their Total Length**  
**as Percentage of Total Broadcast Time (by Stations)**

	Weekdays		Saturday		Sunday		Total	
	Average	Percent of	Average	Percent of	Average	Percent of	Average	Percent of
	Length of	Broadcast	Length of	Broadcast	Length of	Broadcast	Length of	Broadcast
	Announcements	Time	Announcements	Time	Announcements	Time	Announcements	Time
	(seconds)	(%)	(seconds)	(%)	(seconds)	(%)	(seconds)	(%)
KTSL	57.00	.32	--	--	--	--	57.00	.26
KNBH	41.78	.27	--	--	18.00	.06	40.20	.22
KTLA	--	--	--	--	59.00	.26	59.00	.04
KECA-TV	21.61	.23	82.00	.52	--	--	28.58	.24
KFI-TV	69.93	.65	--	--	--	--	69.93	.65
KTTV	124.45	1.06	--	--	--	--	124.45	.86
KLAC-TV	58.56	.53	--	--	12.67	.14	49.68	.41
Total (7)	63.27	.45	82.00	.12	23.56	.09	60.80	.37
KFMB	47.50	.16	34.00	.38	30.00	.06	49.67	.23
Total (8)	62.46	.42	52.00	.16	24.20	.08	58.98	.35



Table 14

New York TV Programs, Jan. 4 - 10, 1951: Total, by Class of Program

PROGRAM CLASS	TOTAL	
	Minutes	Per cent
1. NEWS	1,860	5
2. WEATHER	147	*
3. PUBLIC ISSUES	469	1
(a) Opinion	217	1
(b) Discussion and debate	252	1
4. PUBLIC EVENTS	321	1
5. INSTITUTIONAL	386	1
(a) Exposition	159	*
(b) Dramatization	227	1
6. INFORMATION	1,090	3
(a) Science	85	*
(b) Travelogue	369	1
(c) Other	636	2
7. RELIGION	240	1
8. DRAMA	8,589	25
(a) Domestic	330	1
(b) Crime	3,432	10
(c) Western	1,860	6
(d) Comedy	1,114	3
(e) Romance	1,207	4
(f) Musical	90	*
(g) Classics	90	*
(h) Other	466	1
9. DANCE	36	*
10. MUSIC	1,222	4
(a) Serious	77	*
(b) Light	1,145	3
(c) Popular	30	*
11. FINE ARTS	30	*
12. VARIETY	4,598	14
(a) Vaudeville	1,260	4
(b) Informal	3,338	10
13. PERSONALITIES	1,432	5
14. QUIZ, STUNTS, CONTESTS	2,305	7
(a) Experts, guests	362	1
(b) Studio audience	598	2
(c) Telephone	950	3
(d) Amateur shows	365	1
(e) Other	30	*
15. SPORTS	3,406	10
(a) News, interviews	228	1
(b) Spectator events	3,110	9
(c) Participant sports	68	*
16. HOMEMAKING	3,447	10
(a) Cooking	981	3
(b) Decorating, etc.	160	*
(c) Shopping	1,101	3
(d) Personal care	120	*
(e) Personal relations	57	*
(f) Housewife's variety	898	3
(g) Other	230	1
17. CHILDREN'S PROGRAMS	4,259	13
(a) Puppets and marionettes	401	1
(b) Cartoons	499	2
(c) Quiz, stunts, amateur	90	*
(d) Thrillers	483	1
(e) Westerns	817	2
(f) Drama	143	*
(g) Stories (narrated)	211	1
(h) Children's variety (incl. circus)	943	3
(i) Teen-age variety	165	*
(j) Information and instruction	328	1
(k) Pre-school entertainment	150	*
(l) Other	29	*
<b>TOTAL</b>	<b>33,837</b>	<b>100</b>

Source of data: National Association of Educational Broadcasters  
Monitoring Study No. 1

## Appendix B

# National Association of Educational Broadcasters Monitors' Instructions - The Orange Study

### A. Cards.

1. Fill out one card for each program segment. A segment may cover as much as several hours, or as little as one minute. Time each program to the minute, by the electric clock and enter the starting and finish times on the card.

2. Make a separate card for each station break where there are announcements between the programs. (By "announcements" we mean announcements on behalf of some commercial or non-commercial interest other than the station itself. Do not consider announcements to include the broadcast of station call letters, or promotional plugs for later shows.) A station break begins when one program ends; it ends when the succeeding program begins. To save your time do not bother recording the time when the station break begins (it will already be on the preceding program card), nor when the station break ends (it will appear on the following program card). But be very careful to record and time all commercial and other "announcements" (as defined above) in the station break.

3. Number cards consecutively each day for each station. Begin the first day with "1", the second day at "101", and so on.

### B. Program information desired.

1. Fill out each card completely. It is especially important to write an objective description of the content of the program on the back of the card. This means a complete report on the material which constitutes the program. It also means a careful description of the form of the program. Special instructions for certain program classes are given below, and special forms are provided for certain program classes. For all programs, however, give a complete report on the program. In doing so, please avoid words like "bad", "good", "poor", etc. We do not want you to write down your evaluation of the program. We do want objective information about the program.

2. Study the program classification definitions carefully. Do the same with the special instructions given below. Study the special report forms provided for certain classes of programs. When you monitor a program watch especially for the presence or absence of elements in the program which would tend to place it on one rather than another of the classifications, according to these instructions and forms.

3. Where a program naturally falls into several sub-divisions, each of which is completely self-contained and perhaps different in some important respect from the others, please report each subdivision on the back of the program card. Treat each of these subdivisions as if it were a separate program, as far as all instructions are concerned. Use extra cards and special report forms freely, numbering them so that they may be associated (clipped) to the proper "master card".

4. Unless specifically provided for on the special report form, indicate on the face of the master card whether the program is all live or all film. Where the program is a mixture of both kinds of material, please note the time when each was presented on the back of the master card, or on the special report forms (as applicable).

5. Special instructions for certain classes of programs:

Class (1) NEWS	Use special report form A. Clip it to the master card when filled out.
Class (3) PUBLIC ISSUES	Use special report form B. Clip it to the master card when filled out.
Class (5) PUBLIC INSTITUTIONAL	Use special report form C. Clip it as usual.
Class (6) GENERAL INFORMATION	Use special report form D. Clip it as usual.
Class (8) DRAMA	<p>Use special report form E. Clip it as usual. If you think it is "historical" we need evidence that the intention is to give a serious treatment of historical events, for example, credits to professional historians as advisers, references to source material, etc. or other indications of an attempt at authenticity. The reenactment of significant historical events or prominence given to known historical persons are also significant in differentiating historical drama from mere "costume" romance that happens to be dressed in the clothes of a certain historical epoch.</p> <p>If you think it is "romance": since almost all movies contain a "love interest" we need to have evidence that the love interest is <u>primary</u>.</p>
Class (9) DANCE	Give names of dancers, titles of dances; names of choreographers and composers. If there is more than one dance episode, record and time each episode separately on the back of the master card.
Class (10) MUSIC	Note the titles of musical works, the names of composers, and the names of the performers. Where program presents a mixture of "serious", "light", and "popular" music, <u>time</u> each selection and record the time on the back of the master card, along with the other information concerning this selection.
Class (11) FINE ARTS	Record the names of artists and describe the artistic works fully which are presented.
Class (12) VARIETY	<p>Use special report form F. Clip it as usual. In timing episodes, you will be concerned with the usual amount of business between the "numbers" or the acts.</p> <p>We adopt the convention of beginning the episode with the <u>first moment of actual performance</u> and ending with the <u>termination of the actual performance</u>. Use some such designation as "business" for the intervening periods</p>

of applause, comments by the MC, introductions, taking of bows, etc. This convention will cause trouble only in the kind of informal show in which there may be conversation, joking, or even something like an interview preceding or following the actual performance.

We will treat these simply as "business" unless they become a prominent feature of the program. Then they will be treated as episodes in their own right. Report only the numbers or acts with their times on Form F. "Business" will be considered as taking up the remaining time.

#### Class (13) PERSONALITIES

Indicate full details as to the name of person conducting the interview(s), the name(s) of the one(s) interviewed, and the topics discussed. Indicate the character and frequency of autobiographical or other self-reference by participants. Indicate any emphasis on the personality, talents, preferences, and tastes, etc. of the participants. Give samples of dialogue. What is the nature of the audience aimed at insofar as this may be inferred from the content of the program. Time each interview (where there is more than one) and enter all of this information on the back of the card.

#### Class (14) QUIZ, STUNTS & CONTESTS

Indicate the extent to which contests use (a) experts and invited guests; (b) studio audience; (c) the home audience via telephone. Indicate also the extent of the "amateur" element where this enters into program. Please especially note the extent to which the program contains elements similar to those in *HOMEMAKING* programs, such as instructional material (for cooking, decorating, etc.), shopping material (demonstration of products and services).

#### Class (15) SPORTS

Make plain on the back of master card the extent to which the program is broadcast of a sports event, as distinct from news about sports events. Please list topics covered in *SPORTS NEWS* programs so that time devoted to spectator sports news may be distinguished from that devoted to participant sports. Consider whether films on fishing or yachting should not be classed as programs on participant sports.

#### Class (16) DOMESTIC

Among Domestic programs give special attention to those in which there is a mixture of



entertainment (variety acts, quiz, stunts and contests, personalities), news, instructional programs specifically aimed at housewives (cooking, decorating, etc.) and shopping programs (display of merchandise and services), PLEASE IDENTIFY each of these elements as it appears and record the time devoted to each element.

#### Class (17) CHILDREN'S PROGRAMS

- |                                                 |                                                                                                                                                                                                                                                                                            |
|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| (17 (a)) CHILDREN'S INFORMATION AND INSTRUCTION | Use special report form D.                                                                                                                                                                                                                                                                 |
| (17 (c)) DRAMA                                  | Use special report form E.                                                                                                                                                                                                                                                                 |
| (17 (d)) TEEN-AGE VARIETY                       | Use special report form F.                                                                                                                                                                                                                                                                 |
| (17 (e)) OTHER CHILDREN'S VARIETY               | Use special report form F.                                                                                                                                                                                                                                                                 |
| (17 (f)) QUIZ, STUNTS & CONTESTS                | Indicate the extent to which contests use (a) experts and invited guests; (b) studio audience; (c) the home audience via telephone. Indicate also the extent of the "amateur" element where this enters into the program. Indicate the reasons why you class this as a children's program. |

6. One fundamental rule: EVERY MINUTE OF PROGRAMMING ON EVERY STATION MUST BE WATCHED DURING THE SEVEN DAYS OF THE STUDY.

7. Another fundamental rule: STRICT SCIENTIFIC OBJECTIVITY IS DESIRED AT EVERY STEP OF THE STUDY. MONITORS WILL PLEASE PARK ALL PREJUDICES AND FAVORITISM (if they have any) OUTSIDE THE MONITORING ROOM.

#### C. Advertising material.

1. Time all "announcements" and record the time in terms of minutes and seconds. Use the stop watches and electric clock for this purpose. Do not guess. Record the nature of the announcement, giving especially the name of the beneficiary (i.e. sponsor, product name, or "cause"--such as announcements on "Freedom is Everybody's Business").

2. Note the presence of "inescapable" advertising matter in the form of products or signs displayed before the camera while the program material itself is being presented. Record on the back of the master card this information, including the time when such matter is before the camera.

3. Make every effort to time all commercial advertisements, or displays of merchandise. Where such material is so closely interspersed with the program material as to defeat your efforts, call the supervisor's attention at once to this fact and record your experience on the back of the card. Mark the front of the master card in large letters "U. T." (untimable).

D. General. Use your supervisor as much as you feel like for advice or help. Call for relief frequently--do not stay at one set for more than two hours, as a general rule. And thank you in advance for your cooperation and conscientiousness.

## Appendix C

### Master Card

Day \_\_\_\_\_ Program (Time to the minute): \_\_\_\_\_ Station \_\_\_\_\_

Date \_\_\_\_\_ Time on \_\_\_\_\_ No. \_\_\_\_\_

Time off \_\_\_\_\_

Length \_\_\_\_\_

Title of program (or indicate if station break) \_\_\_\_\_

Film ☐ Live ☐ Program class: Viewer opinion \_\_\_\_\_

Supervisor \_\_\_\_\_

Commercial announcements: (Time to the second)

	<u>Beginning</u>	<u>Ending</u>	<u>Length (seconds)</u>	<u>Sponsor's name</u>		
1.	_____	_____	_____	_____	PC	
2.	_____	_____	_____	_____	M	
3.	_____	_____	_____	_____	ML	
4.	_____	_____	_____	_____	MF	
5.	_____	_____	_____	_____	CA	
6.	_____	_____	_____	_____	CS	
7.	_____	_____	_____	_____	PAA	
8.	_____	_____	_____	_____	PAS	
9.	_____	_____	_____	_____		
10.	_____	_____	_____	_____		

Name(s) of viewer(s) \_\_\_\_\_

## Appendix D

### National Association of Educational Broadcasters Tentative Program Classification - Los Angeles TV

<u>Class</u>	<u>Title</u>	<u>Description</u>
1	News	Includes all types of news programs.
2	Weather	Reports and forecasts.
3	Public issues	
3 (a)	Individual views	Expressions of opinion in formal or informal talk or interview, with absence of debate.
3 (b)	Discussion and debate	Expression of different opinions and points of view among two or more speakers.
4	Public events	Public ceremonies, assemblies, parades; sessions of official bodies, etc., reported extensively, not as part of a news program.
5	Public institutional programs	Programs demonstrating some aspect of the organization, or activities, of such institutions as the Army, Navy, Red Cross, etc.
5 (a)	Expository	Factual description.
5 (b)	Dramatization	Dramatic re-enactment of some phase of the activity.
6	Information (General)	
6 (a)	Science	Must include some reference to or discussion of scientific principles. "Nature" film shorts are not included here.
6 (b)	Travelogue	The standard travelogue film short.
6 (c)	Other	Miscellaneous documentary material on nature, industry, technology, health, etc. Also instructional programs not specifically intended for women (class 16) or children (class 17).
7	Religion	Religious services, talks, dramatizations.
8	Drama	Includes usually a complete story (or a segment of a continuing story). "Dramatizations" are excluded where these are minor portions of a program, as are "dramatic skits" occurring in variety shows. No distinction is made between film and live productions. Includes puppet and marionette shows if intended for children.

<u>Class</u>	<u>Title</u>	<u>Description</u>
8 (a)	Domestic	Repetitive or serial drama concerned with family relations and problems. Television soap operas.
8 (b)	Crime	Crime melodrama, murder stories, detective stories, mystery and horror.
8 (c)	Western	The standard cowboy melodrama.
8 (d)	Comedy	Includes some serial programs closely related to the domestic drama class but with greater emphasis on comedy situations.
8 (e)	Romance	Including historical and adventure stories with a romantic theme.
8 (f)	Musical	Musical comedies and light opera.
88 (g)	Classics	Dramatic works that have become part of the permanent literature of the theatre; or films and plays based on classic novels or stories.
8 (h)	Other	
9	Dance	Presentation of dance as an independent art, as in theatre productions of classical ballet, etc., where the entire program consists of dance. Dancing as a component of variety shows is included in category 12.
10	Music	Musical performances are included here only when they constitute the major element of the program. Music incidental to variety shows is included in category 12.
10 (a)	Serious	"Classical" music; the permanent literature of the concert hall.
10 (b)	Light	"Semi-classical," "dinner" music.
10 (c)	Popular	The current song and dance music; "hillbilly" music, etc.
11	Fine arts	Painting, sculpture, graphic arts, etc.
12	Variety	Any composite of singing, dancing, instrumental music, comedy skits, impersonations, acrobatics, etc.
12 (a)	Vaudeville	"Formal" theatrical variety; frequently performed in a theatre before a large audience. The role of the Master of Ceremonies usually limited to introducing the several acts.
12 (b)	Informal variety	Special television forms of variety lacking some of the characteristics of the theatre presentations: the variety acts are frequently represented as occurring at a social gathering or party in a private home; the Master and/or Mistress of Ceremonies play the roles of host or hostess, etc.



<u>Class</u>	<u>Title</u>	<u>Description</u>
13	Personalities	Interviews of or conversation with celebrities, people "in the news", persons having unusual occupations, etc. The emphasis is on displaying the people, rather than on serious discussion.
14	Quiz, stunts, contests	Any program in which the basic activity is a social game or contest of wits or other talents, with prizes or penalties for the performance (excluding sports).
14 (a)	Experts, guests	The contest occurs among a panel of "experts" or a group of invited guests.
14 (b)	Studio audience	The participants are drawn from among the casual studio audience.
14 (c)	Telephone	The contestants are members of the home audience reached by telephone.
14 (d)	Amateur	The so-called "amateur shows" in which non-professional entertainers compete for applause and/or assistance in beginning a professional career.
15	Sports	Including the major competitive team sports, field sports, and individual athletic skills and recreations.
15 (a)	News, interviews	News of the sports world; interviews or discussions on the subject of sports where these are not minor parts of another program.
15 (b)	Spectator sports	The major competitive sports; basketball, boxing, wrestling, track events, etc.
15 (c)	Participant sports and recreation	Including hunting, fishing, mountain climbing, etc.
16	Homemaking	Program intended primarily for women; addressed to their interests as housewives.
16 (a)	Cooking	Cooking demonstrations, recipes, foods, and their qualities, etc.
16 (b)	Decorating, handicrafts, hobbies	Programs having to do primarily with the house and its decoration, equipment, furnishings, and maintenance.
16 (c)	Shopping, products and services	Programs displaying merchandise or services, discussing the merits and uses of various products, giving advice on buying, etc.
16 (d)	Personal care	Beauty, hairdressing, physical fitness, etc.
16 (e)	Personal relations	Discussion of marital problems, child care, manners, and etiquette, etc.

<u>Class</u>	<u>Title</u>	<u>Description</u>
16 (f)	"Housewives' variety"	A special form of variety show produced for housewives; with miscellaneous shopping information, style hints, fashion, personality interviews, etc., intermingled with variety acts.
16 (g)	Other	
17	Children's programs	All programs, in any of the preceding categories, intended primarily for children, as indicated by specific content, title, form of introduction, time of broadcast, etc.
17 (a)	Information and instruction	Programs intended to provide information and/or instruction in fields and activities of special interest to children.
17 (b)	Pre-school entertainment	Programs at the nursery-school level for the youngest children.
17 (c)	Drama	Includes usually a complete story (or a segment of a continuing story). "Dramatizations" are excluded where these are minor portions of a program, as are dramatic skits occurring in variety shows.
17 (c)(1)	Crime	Crime melodrama, murder stories, detective stories, mystery stories, mystery and horror.
17 (c)(2)	Western	Standard western, with or without live studio setting.
17 (c)(3)	Comedy	Includes some serial programs, but with emphasis on comedy situations.
17 (c)(4)	Adventure and historical	Fantastic adventure and historical "thrillers".
17 (c)(5)	Fairy tales	Tales and stories from folklore.
17 (c)(6)	Classics	Dramatic works that have become part of the permanent literature of the theatre; or films and plays based on classic novels or stories.
17 (c)(7)	Other children's drama	
17 (d)	Teen-age variety	Variety shows by and for teen-age children. Commonly contain sports interviews, deportment and clothing advice, music, dance.
17 (e)	Other variety	Variety shows for and sometimes by younger children. Includes circus, clowns, vaudeville.
17 (f)	Quiz, stunts and contests	As in category 14, but with children as participants and intended for child audiences.
17 (g)	Other children's programs.	

**News: Special Report Form A**

(Instruction: Please note that the content is to be summarized in two ways. For each topic, indicate the breakdown of time as between narration and film material, and as between local, national and international reference)

(name of commentator or commentators)

[illegible]

- (1) On-stage commentator ( )
- (2) Off-stage commentator with still news pix ( )
- (3) Off-stage commentator with "flash" video headlines ( )
- (4) Video news only ( )
- (5) News-reel-like ( )

**Public Issues: Special Report Form B**

(station) Name and title of moderator: \_\_\_\_\_

(card #) Name(s), title(s) and organizational affiliation(s) of participant(s)  
\_\_\_\_\_  
\_\_\_\_\_

Who sponsors the program? \_\_\_\_\_

GENERAL TOPIC OF DISCUSSION: \_\_\_\_\_

Summary of discussion: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Indicate extent of difference of opinion: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Comments on format: (Is it a "mock trial", formal debate, etc?)



**Public Institutional Programs: Special Report Form C**

(station) 1. What is the name of the sponsoring organization? \_\_\_\_\_

(card #) 2. What is the activity or cause being publicized? \_\_\_\_\_

3. Describe the content of the program: \_\_\_\_\_

4. Nature of any specific appeals? (for funds, recruits, etc.) \_\_\_\_\_

5. Indicate your reasons for saying that the program could be called:

(a) A dramatic re-enactment of the organization's activity (i.e. with plot, actors)

(b) Factual Description: \_\_\_\_\_

(c) Other: \_\_\_\_\_

6. If the program contained more than one of the foregoing types of material, indicate the amount of time given to each: \_\_\_\_\_

7. Is this one of a series of programs on this station? (It might be one of a series produced by the sponsor but not more than one might be used by this station) \_\_\_\_\_

**Information Programs: Special Report Form D**

(station) Please report under each of the following headings for this program:

(card #)

1. Contents: Give title and describe the subject matter presented: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. Who sponsors the broadcast of the program? \_\_\_\_\_
3. What organization produced the program? (Give all information) \_\_\_\_\_  
\_\_\_\_\_
4. Any reference made to an educational institution? \_\_\_\_\_
5. Is audience response or participation solicited? How? \_\_\_\_\_  
\_\_\_\_\_
6. Evident purpose (If it is a "how-to-do-it" program, for whom is it intended? Men, Children, Women? Or is this not indicated by the content? Explain fully) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. Give as much information as possible about the form. If it is a film, what is name of organization and person who "produced" it? Who directed it? If it is a live program, so indicate. Where did it originate? Give names of principal persons appearing in it. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. Is this one of a series of programs on this station? Why do you think so? \_\_\_\_\_  
\_\_\_\_\_
9. What (scientific) principles are illustrated or discussed? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Drama Programs: Special Report Form E**

(station) Please report under each of the following headings for this program:

(card #) 1. Contents. Give the title of the film or live drama as well as title of the program.  
Describe the plot and action. Note the number of murders or other violent acts.

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2. If they are given, record the  
Author or authors of the material: \_\_\_\_\_

Writer of the dramatic presentation: \_\_\_\_\_

Director of the picture or play: \_\_\_\_\_

Producer: \_\_\_\_\_

Date of film: \_\_\_\_\_

3. State whether program is (A) Live \_\_\_\_\_ (B) Film \_\_\_\_\_

4. State whether program material is  
(A) Reality material (People & things) \_\_\_\_\_; (B) Marionettes \_\_\_\_\_

(C) Puppets \_\_\_\_\_; (D) Narrated entirely \_\_\_\_\_

(E) Cartoons \_\_\_\_\_; (F) Other \_\_\_\_\_

5. Indicate your reasons for thinking the program is aimed at (A) Children;  
(B) Adults; (C) Both \_\_\_\_\_

---

6. Indicate whether the program is (A) A complete story \_\_\_\_\_

(B) One segment in a continuing story \_\_\_\_\_

**Variety Programs: Special Report Form F**

(station) 1. Form of program:  
 (a) Describe the set. Is it a "stage," "living room," etc? \_\_\_\_\_

(card #) \_\_\_\_\_  
 (b) Describe the part played by the "M.C." \_\_\_\_\_

\_\_\_\_\_

(c) Is there a studio audience? \_\_\_\_\_

2. Variety shows consist of various episodes. Please describe each episode and state the time when it started and stopped. Give names of the performers in each episode:

Title and/or Performer	Nature of the "act" (give title of songs or dances, etc.)	Time when "act"	
		Began (Hr. & Min.)	Ended (Hr. & Min.)

3. State your reasons for thinking that this program is aimed at either

(a) General audience \_\_\_\_\_

(b) Children \_\_\_\_\_

(c) Housewives \_\_\_\_\_





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